

Employability Survey - 2023

Faculty of Management and Finance

University of Colombo

Main objective

To identify the level of employability of 2018/2022 BBA graduands of the Faculty of Management and Finance, University of Colombo.

Sample

The survey contains the employment details of 547 graduands attached to eight Departments, where 26 respondents did not mention their respective Departments (refer to Table 1).

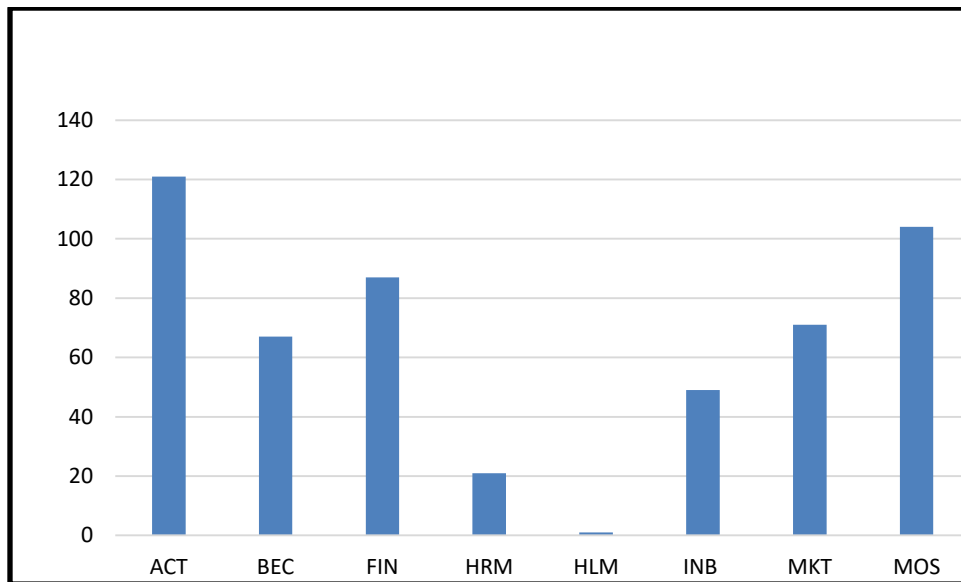
Table 1

Number of graduands

ACT	BEC	FIN	HRM	HLM	IB	MKT	MOS	Total
121	67	87	21	1	49	71	104	521

Figure 1

Number of graduands



Geographical representation of graduands

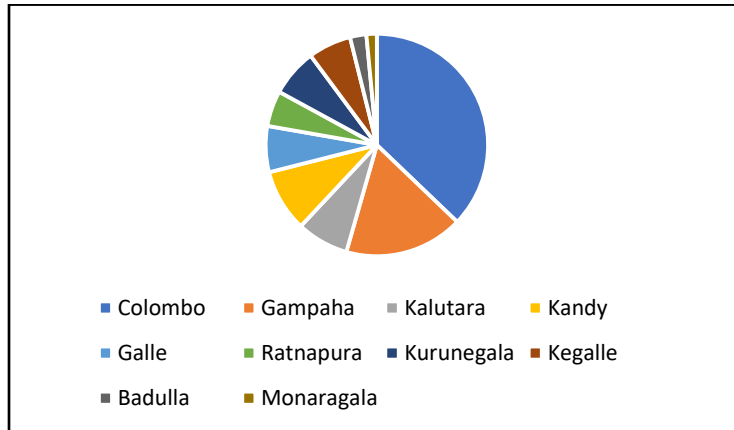
Table 2 illustrates the top 10 districts based on the geographical representation of graduands, where it depicts approximately 47% of the graduands are from the Colombo and Gampaha districts

Table 2*Geographical representation of graduands*

District	%
Colombo	32%
Gampaha	15%
Kalutara	7%
Kandy	8%
Galle	6%
Ratnapura	5%
Kurunegala	6%
Kegalle	5%
Badulla	2%
Monaragala	1%
Anuradhapura	1%
Jaffna	0%
Trincomalee	1%
Puttalam	2%
Matara	5%
Nuwara Eliya	1%
Polonnaruwa	1%
Amapara	0%
Hambantota	1%

Figure 2

Geographical representation of graduands



Status of employment

The survey results indicate that nearly 80% of the graduands are employed (refer to Table 3).

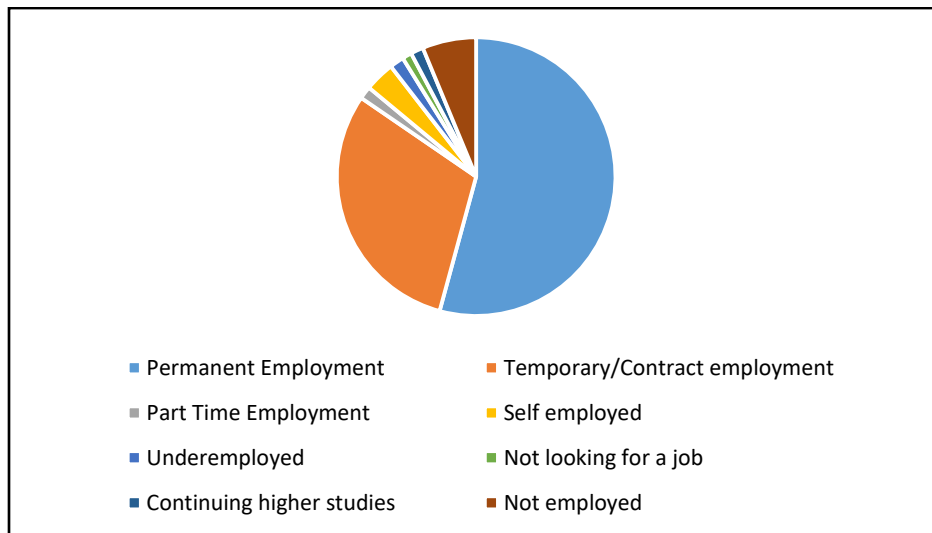
Table 3

Status of employment

Status	%
Permanent Employment	54%
Temporary/Contract Employment	30%
Part-Time Employment	1%
Self-employed	3%
Underemployed	2%
Not looking for a job	1%
Continuing higher studies	3%
Not employed	6%

Figure 3

Status of employment



Perception of graduands on teaching and learning

The survey results show that the majority of the graduands have a positive perception of the teaching and learning at the university (refer to Table 4).

Table 4*Perception of graduands on teaching and learning*

Perception on teaching	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Average Success factor
	Disagree					
Teaching methods used at the university are effective	1%	3%	13%	51%	33%	4
Learning process is suitable for current job environment	2%	9%	21%	45%	23%	4
Quality of lecturers is good	1%	1%	8%	41%	50%	4
IT facilities are satisfactory	2%	1%	14%	41%	42%	4
Learning is mostly done by memorizing the lecture notes	3%	5%	26%	44%	22%	4
Student centered teaching is practiced in the university	1%	4%	28%	47%	20%	4
Practical training is a part of the university education	1%	3%	15%	35%	46%	4

Internship training and other activities

As per the survey results, 85% of the graduands stated that the university has provided support to find internship training.

The majority of the graduands (93.9%) were involved in vocational training during their university years (refer to Table 5)

Table 5

Involvement in other activities by graduands during the university years

Internship training and other activities	%
Extra-curricular activities	68%
Vocational training	81%
Other educational/ Professional	75%
Full time/part time employment	62%

Employment by sector, industry and position

84% of the graduands are found to be employed in the private sector (refer to Table 6) while Table 7 demonstrates the top five business industries in which graduands are employed.

Table 8 illustrates that most of the graduands are employed at the junior management level (36%).

Table 6

Employment by sector

Employment sector	%
Public	9%
Private	84%
Semi Government	2%
Self Employed	2%
Foreign	3%

Table 7

Employment by industry

Industry	%
Agriculture /Dairy	3%
Bank Finance/ Insurance	35%
Construction / Engineering	3%
Education	7%
Manufacturing	24%
Health care	1%
Hotels/ Travels/Tourism	0%
IT	6%
Power and Energy	1%
Telecommunication	1%
Trade	8%
Plantation	1%
Public Administration and Defense	0%
Professional, Scientific and technical	10%
Legal and Justice	0%

Table 8*Employment by position*

Position	%
Senior Management	0%
Middle Management	8%
Junior Management	36%
Management Trainee	12%
Support Staff (Clerical/Secretarial)	4%
Teacher	3%
Lecturer	1%
Doctor	0%
Entrepreneur	2%
Administration	6%
Consultant	2%
Trainee	26%

Gross monthly salary

The majority of the graduands are in the gross monthly salary category of Rs. 20,000-29,999 (refer to Table 9)

Table 9*Gross monthly salary*

Gross monthly salary	%
Less than 20,000	13%
20,000-29,999	11%
30,000-39,999	12%
40,000-49,999	17%
50,000-59,999	15%
60,000-75,000	13%
Over 75,000	8%
Over 100,000	10%
Over 200,000	1%

Source of finding current job

Table 10 shows that the majority of the graduands have used their personal contacts to find their current employment. There are not enough responses for this question.

Table 10*Source of finding the current job*

Source of finding current job	%
Newspaper	36
Gazette	0
Online	0
Personal contacts	0
Competitive Exam	0
Continuing with the same job held during university education	
Via Internship	
Via University	
Career Guidance Unit/ Career Fair	

The most important aspect of getting the current job

Based on the survey results, it was revealed that most of the graduands believe that the Degree is the most important aspect for them to find their current employment (refer to Table 11).

Table 11*The most important aspect of getting the current job*

Most important aspect of getting job	Rank
Degree	1
Class of degree	5
Reputation of university	6
Field of study	3
Research experience	6
Personal contacts	2
Previous work experience	4
English proficiency	5
Other professional qualifications	4
Computer literacy	6
Your personality	4

Relevancy of the degree

It is revealed that approximately 90% of the graduands believe that their current employment is related to the Degree (refer to Table 12).

Table 12*Relevancy of the degree to the current job*

Relevancy of the degree	%
Very Related	48%
Somewhat Related	42%
Neither related nor unrelated	1%
Somewhat unrelated	5%
Very Unrelated	4%

Job satisfaction

Approximately 79% of the graduands are found to be satisfied with their current employment (refer to Table 13).

Table 13

Job Satisfaction

Job satisfaction	%
Very Satisfied	38%
Somewhat Satisfied	49%
Neither satisfied nor dissatisfied	5%
Somewhat dissatisfied	5%
Very dissatisfied	3%

Other details

It is found that almost 50% of the graduands found their current employment during their university years, while the survey results show that the majority of the graduands have prioritised finding a better job as their main career goal for the next two years (refer to Table 14).

Table 14

Career goals for the next two years

Career goals for next two years	Rank
Find a better job	1
Migration	3
Further studies	2
Find a job	4
Research	5
Other	6

English Language Proficiency

Table 15 shows the grades that graduands received for English Language at the G.C.E. (O/L) and G.C.E. (A/L) Examinations.

Table 15

Grades received for English language at the G.C.E. (O/L) and G.C.E. (A/L) examinations

Examination	Grades				
	A	B	C	S	F
G.C.E (O/L)	40%	21%	32%	7%	1%
G.C.E (A/L)	21%	15%	27%	24%	13%