

An Empirical Study on Career Management Activities and Employability of Management Students

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CITATION: Tyagi, Lokinder Kumar and Rani, Indu (2016), "An Empirical Study on Career Management Activities and Employability of Management Students", *MERC Global's International Journal of Social Science & Management*, Vol. 3, Issue 5, pp. 133-136.

ARTICLE HISTORY: Submitted: June 12, 2016, Revision received: July 15, 2016, Accepted: July 25, 2016

ARTICLE TYPE: Research paper

ABSTRACT

The career management application has become a very important aspect of the industry in the present age of international competition. It is very well accepted fact that career management if applied, is beneficial not only for the individual employee and the organisation as a whole. This paper attempts to explicate the career management and its present status in the industry. In the present age when placement status is one of the greatest marketing tools for B-Schools, it is their priority to have a career management for their students. Career management includes the activities of career management discussion with the faculty members, discussion with the career counsellor/experts in the college, workshop/seminar/training participation by students and finally career management exercises in college help students in their employment. The prime objective of this research was to study the relationship between career management and employability of the management students.

KEYWORDS: Employability skills, Management Students, Career management, B-schools.

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