

ABSTRACT

The professional education has gained immense importance in this era of knowledge based economy. The unprecedented growth of business, trade and industry has ranked business education next to the fields like medicine and engineering, thus resulting in mushroom growth of business schools throughout Pakistan creating more diverse pool of graduates. This study was aimed to explore the sources of employment opportunities in the region of Hyderabad, the perception of employers, graduates and business schools towards certain employability skills (List prepared from literature), and to explore the ways in which business school can play a viable role in the development of employability skills in graduates to perform in job market.

The methodology involved in this study is explanatory research and both quantitative and qualitative approaches are used to explore the variables. The data were collected through three different questionnaires for all three stake holders i.e. employers, graduates and business schools, with a similar question regarding employability skills. Descriptive statistics are used along with the non-parametric tests (Friedman and Kruskal-Wallis tests), bar charts and Pareto charts to analyze the data.

The state of affairs reveals that traditional methods of recruitment are the major cause that opportunities remain hidden in this region. The change in perception is also noted in all three stakeholders regarding different employability skills. In addition to it, curriculum and teaching methods should also be revised as per international standards to increase the acceptability of graduates in the job market.