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# Gap between University Curricula and Industry Expectation

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**Abstract:** ***Manager is discovering that their workforce requires certain skills which seem to be in short supply. Rapid skill change, participative management and employee empowerment, global competition, and other workplace innovations have created a demand for a higher skill level for management graduates. Identifying industry expectations for management graduates are an important step in developing university curricula which are responsive to the needs of the profession. The present study identifies specific industry expectations for new management graduates and provides practical recommendations for strategically aligning management curricula with the professional community. By identifying specific skills requisite for career success, universities can provide an improved service for their graduates and the management industry.***

**Keywords:** Economic, Business Economic, Commerce, Management

## 1. Introduction

The role of the university has become very dynamic and entrepreneurial in this century. There are models and indicators available to judge entrepreneurial orientation of the university. University and industry (UI) are joining hands to explore the new horizons of opportunities through research and development this mutual relationship benefits both the organizations and strengthens a country's economy by industrializing the researched products. Therefore, academia - industry relationship has itself become a subject of research and is continually being refined and consolidated. The public - private relationship between the universities and industry is examined to study the outcomes of cooperation. One of such bibliometric study is carried out to analyse the relationship between the universities with the local industries. Sometimes the number of patents co - authored by university and industry personnel is set as a quantitative indicator of the effectiveness of collaboration. An interesting trend indicated by analysis of the Belgium manufacturing is that mostly chemical and pharmaceutical industry which involves fewer ricks is more likely to have Research and Development (R&D) ties with a university. A study of the R&D cooperative agreements between Spanish firms and organizations of research reveals that the previous links, the main keys for the success of such companies are the definition of aims and commitment which also confirmed by a study of a similar nature in Indian universities. A research describes an interesting aspect of knowledge spill over from university to industry and reveals that the informal contacts between university and industry are greater than that of formal contacts. Government polices play an important role in establishing of university industry (UI) relationships.

**Companies**

At first glance, it would appear that companies simply want to increase their competitiveness, expand market position, and/or maximize profits as a result of university - industry technology transfer. Of course, this is true; but how these outcomes get realized differs as a function of the type of partnership or mechanism, as well as the needs of particular companies. For example, large companies with strong in - house technological capacities to maintain may have a primary need for highly - trained scientists and engineers. In contrast, companies with shrinking R&D capacities may have a prime need to leverage their existing assets by contract research arrangements with universities. This need may be exacerbated in companies operating in markets with short product life cycles and where intellectual property is typically handled through trade secrets. Thus, for some companies, access to a hiring pool of bright undergraduate or graduate students is far more valuable than the university - based research which they might support, while for others the opposite is true.

**Universities**

Academic institutions - and units therein - foster technology transfer relationships for a variety of reasons, some short - sighted and others more strategic and positive. Among the former is the perceived decline in federal support of research, and the resultant ongoing search for replacement funding in the view of more traditional academic administrators and faculty, however, industry involvement in university research is viewed as a temporary instrumentality or aberration, not asa permanent shift in how research should get done. Not surprisingly, when universities enter into industry relationships with this as a goal (unspoken or otherwise) the “partnerships” are often flawed in flavour and practice. Nonetheless, a newer cadre of research administrators and faculty is viewing the same environment in a more strategic manner, assuming that industry partnerships are real, growing, and a positive harbinger of the future. These two alternatives interpretations of reality provide a focus for various “cultural” disputes within universities

**Researchers**

Project investigators, both university - affiliated and industry - based, have various interests and objectives pertaining to technology transfer relationships. Faculty may become initially involved for one reason, and over time, develop another set of goals. As noted above, for much faculty industry support has in fact become a growing source of research funding. This is particularly true for junior faculty. It is also relatively clear that over the past two decades faculty attitudinal support of partnerships with industry has grown to a majority. Sometimes, faculty become involved in these relationships because they provide a venue for doing problem - focused and/or interdisciplinary work, which presents an appealing intellectual challenge for many faculties. The "paradigm - shifting" nature of cooperative science becomes a lure in itself. A few years ago, a national study was conducted of academic researchers involved in one - on - one cooperative research projects with industry partners. In exploring the benefits that academics derived from these relationships, there were many self - reports of whole new lines of inquiry or new ways of looking at research problems that emerged from the dialogue with industry.

## 2. Literature Review

In the article „The Entry - Level Engineer: Problems in the Transition from Student to Professional" by Susan M. Katz, she has covered the difficulties that the student goes through during this transformation. The author points out those skills essential at the place of work such as team work, communication among peers and their supervisors are missing since they are not instilled in them while in college. Many employing institutions have now come up with programs so as to cope with these deficiencies. The author also suggests that academicians should come up with ways to best prepare the students for the corporate world and things that the students themselves should do so as they can ease the transition.

**Objectives**

1) To research on whether the Management graduates know what they know with focus on the skills.
2) To analyse and list the management graduates corporate expectations in India.

**Primary and Secondary Data**

The data used in this research will be solely collected through the use of a questionnaire containing both open ended and close ended questions. With regard to this, the data used will be mostly primary data. The secondary data referred to in this research will be from the cited areas in the literature review.

## 3. Research Methodology

**Data collection Procedure**

The survey was carried out on graduate engineering students from colleges in the Bangalore region. Most of the colleges were under the University. The method used, as earlier mentioned, was a questionnaire (paper based) containing both open ended and close ended questions. The open - ended questions are intended for unlimited and impulsive perspectives while the closed ended ones are to implore valid and easy to analyse responses. It was designed to focus on various aspects which are as listed

1) The skill sets that they in college
2) Facilities available in their colleges in terms of infrastructure.
3) The amount of practical exposure that they got during their time in college.
4) The experience they gained in terms of projects and work.
5) The preparations they had for placement.
6) Opinion on the corporate expectations.
7) Their view on their personal suitability to the industry.

## 4. Conclusion

From the study and the responses got from the questionnaire it can be established that contrary to the 20th century when the corporate industries used to hire fresh graduate manager based on their academic qualification shown through their marks and technical skills, now there is need for the graduate Manager to have other skills which may be categorized as soft - skills. This is due to the rapid growth in Skill, the dynamic world economy, the increased influence of information technology, the ever-rising competition and globalization. From the research it is also evident that despite there being thousands of engineers being released into the market by our Management institutions in India, the corporate industry experts strongly feels that only at most 25% of them are employable. Using the results from the survey, the following conclusions can be inferred based on the analysis of the data collected

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