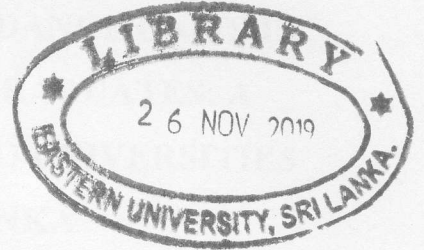


**THE CONTRIBUTION OF CAREER GUIDANCE UNITS IN
IMPROVING EMPLOYABILITY OF GRADUATES: A
COMPARATIVE STUDY BETWEEN TWO UNIVERSITIES
(EUSL & SEUSL) IN SRI LANKA**

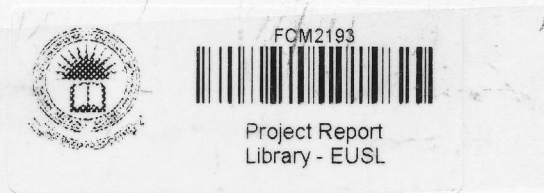


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DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

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ABSTRACT

Higher education is increasingly being viewed as central to national strategies. Every year Sri Lankan Universities produced thousands of graduates in competitive job market. Sri Lankan university education is not a job-oriented system, in practical context, the university system highly expect better employment opportunities for graduates. Every graduate chooses a career direction that is suitable to achieve his or her career success. Therefore, Sri Lankan universities are providing their career services for graduates through career guidance units based on the The University Grants Commission (UGC) Circular No. 819. The main objective of career guidance unit is in improving employability of graduates and implement career services to help graduates determine their interest in the field of their works and enhance their strengths. The study aimed at identifying the career guidance program that attributed to the employability of graduates in Sri Lanka.

The objectives of this study are to identify a significant difference among the career guidance programs, to identify a significant difference on the employability of graduates and to explore the relationship of the career guidance program offered to the employability of graduates. Primary data was collected from 233 graduates through online questionnaire of Faculty of Commerce and Management, Eastern University, Sri Lanka and Faculty of Management and Commerce, South Eastern University of Sri Lanka. The collected data were analysed by using one-way ANOVA and correlation analyses.

The findings shows there is significant differences among the services of career guidance units such as leadership skills, career development, communication skills and personal development. There is significant differences among the employability of graduates such as waiting time for first job, present occupation, gross monthly income and employment status are significant. Thus, the career guidance units are contributed in improving employability of graduates in Eastern University, Sri Lanka and South Eastern University of Sri Lanka.

Keywords: *Career guidance units, career services, employability of graduates, EUSL, SEUSL*

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