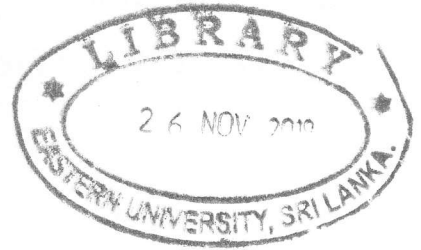


**EXPLORING JOB OPPORTUNITIES AND JOB
REQUIREMENTS FOR BBA, BBA (HUMAN RESOURCE
MANAGEMENT) AND BBA (MARKETING MANAGEMENT)
STUDY PROGRAMMES OF FACULTY OF COMMERCE AND
MANAGEMENT IN EASTERN UNIVERSITY, SRI LANKA**

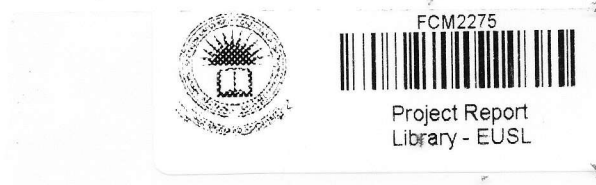


By

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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

Contemporary job market is dynamic. In general, graduates are facing difficulties in getting job opportunities in competitive job markets. Their skills and qualifications do not comply with job market requirements. It has been generally observed that there is a gap in the empirical knowledge with regard to job opportunities and job requirements for BBA, BBA (Marketing Management) and BBA (Human Resource Management) study programmes. The research objectives of this study are: To identify the job opportunities available for BBA, BBA (Marketing Management) and BBA (Human Resource Management) study programmes, to identify the job requirements for these available jobs and to identify the nature of job opportunities for BBA, BBA (Marketing Management) and BBA (Human Resource Management) study programmes.

In order to achieve these research objectives, an exploratory study was conducted by using related job advertisements of the study programmes which are appeared in the Sunday Observer newspaper for the period of January 2018 to September 2018. This study has used comprehensive and systematic content analysis along with descriptive statistics. This study was cross-sectional in time horizon. The unit of analysis of this study was job advertisements related to the three study programmes. The extent of researchers' interference in this study was minimal as there not been manipulation and control variables. This study was carried out in a natural (non-contrived) environment where events occurred normally.

The result of the study revealed that more job opportunities were available for BBA and Marketing Management study programmes rather than HRM study programme. BBA study programme consists many types of jobs and different categories of job families than Marketing Management and HRM study programmes. Diversified personal qualities and skills are mostly expected by the organizations from the HRM and Marketing Management graduates rather than BBA degree holders. In addition to these, knowledge requirements and experience requirements for each study program also identified in this study. Comparatively, BBA study programme has equal job opportunities in public and private sectors, but HRM and Marketing Management study programmes have more job opportunities in private sector.

Key words: Job Opportunities, Job Requirements, Exploratory Study

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