

**PRESS RELEASE**

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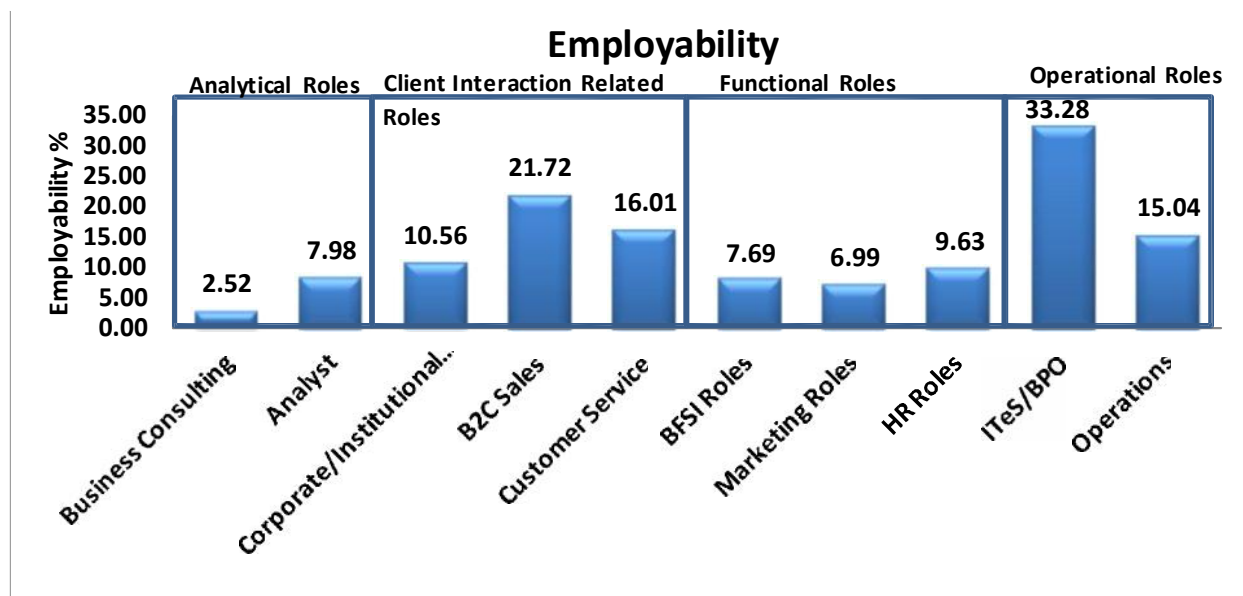
**Employability of MBA Graduates at Dismal Low**

- Employability below 10% for functional role in the field of HR, Marketing or Finance
- MBAs have very low employability in Business Consulting Roles at 2.5% only
- Higher percentage of Females employable in HR roles
- 40% of employable talent lies beyond the top 1000 MBA colleges

New Delhi, October 4, 2012: National Employability Report – MBA Graduates, Annual Report 2012 cites low employability of MBA graduates across specializations. The report on the graduate class of 2011, covers data of 32000 students from 220+ MBA schools, is a first such broad based study ever done in India. The study has been done using AMCAT India's Largest Employability Test conducted by Aspiring Minds. Employability of MBAs was lowest in Business Consulting, followed by analyst and functional roles.

*"Nearly 2.14 lakh students have applied for 3500 seats through CAT this year, which is just a small chunk of the huge capacity of management education in the country. While millions put their future at stake, there is an urgent need to audit whether educational institutions are training industry-ready individuals. Aspiring Mind's employability report is a step in this direction. The low employability figures show that management students and colleges need personalized employability feedback and guidance to take the right corrective steps. This shall not only lead to more students getting jobs, but also addressing the large talent needs of our growing industry," said Varun Aggarwal, COO and CTO, Aspiring Minds."*

Management education has witnessed a mushrooming growth in India from just about 200 MBA colleges in the early nineties to around 3300 MBA colleges today. There has been a remarkable focus and success on building capacity in management education in India. However, employability for management students remains below 10% for any functional role in the field of HR, Marketing or Finance. On the other hand, it ranges between 10–20% for roles involving sales and client servicing.



**Employability of MBA graduates is exceptionally low (2.52%) in Business consulting** whereas it is just 7.98% for the Analyst function. Great English and cognitive skills are required for these roles.

The report found that **employability in corporate (B2B) sales (10.56%) is almost half of that in Consumer (B2C) sales (21.72%)**. The employability for customer service roles is 16.01%. In these roles, behavioral and personality aspects of the candidates play an indispensable role.

While marketing records the lowest employability at around 6.99%, BFSI (7.69%) and HR jobs (9.63%) follow closely.

**Only 7.69% MBA-finance students are employable in the BFSI sector**, which has created a very large number of jobs in the last decade.

The employability in the area of Operations is 15.04%, which is nearly half of that in the ITeS/BPO sector.

### Employability by Gender

	Male	Female
<b>Analytical Roles</b>		
Business Consulting	2.71%	2.22%
Analyst	7.90%	8.12%
<b>Client Interaction Related Roles</b>		
Corporate/Institutional Sales	10.96%	9.90%
B2C Sales	21.31%	22.38%
Customer Service	15.85%	16.27%

<b>Functional Roles</b>		
BFSI Roles	7.43%	8.23%
Marketing Roles	7.01%	7.28%
HR Roles	8.20%	11.33%
<b>Operational Roles</b>		
ITeS/BPO	32.34%	34.83%
Operations	14.82%	15.39%

The analysis points out that employability for males and females is similar across most functions except HR roles where females are more employable. The employability of males vs. females is depicted in the Table below.

Despite similar employability of males and females, the male–female ratio across different industries is not the same as that in campuses. According to the World Economic Forum’s Global Gender Gap report for 2010, India has the lowest female representation in business among the emerging market countries—at just 23 percent (Males to Females Ratio (MFR): 3.35). On the other hand, 38% of the management students are female (MFR of 1.64).

Earlier, the Hon’ble Education Minister, Shri Kapil Sibal had unveiled Aspiring Minds’ National Employability Report for Engineers. The report had noted the employability of engineers in the IT Services (17%), IT Product (2.35%) and KPO sectors.

## **Methodology**

The report is based on a sample of more than 32,000 MBA students from 220+ B-Schools across multiple Indian states. All these candidates completed their MBA in 2011.<sup>1</sup> The analysis and findings of this report are based on the results of these students on AMCAT: India’s largest Employability test used by over 150 corporates in evaluating talent and trusted by over 750,000 students across the country.

For determining employability across different sectors, AMCAT covers all objective parameters such as English communication, analytical ability, quantitative ability, problem-solving skills and domain knowledge in subjects like Sales & Marketing, Finance, and Human Resource Management etc. It also includes AMPI, a state-of-art personality assessment tool based on the big five personality model to help determine the right personality for various kinds of roles. The test was conducted under a proctored and credible environment ensured by Aspiring Minds.

## **About Aspiring Minds**

Aspiring Minds is India’s leading employability solutions company, headquartered in Gurgaon. Aspiring Minds offers scientific assessments with an innovative large-scale sourcing model analogous to a GRE-for-job concept. The state-of-the-art assessment tools developed by

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Aspiring Minds have been used across industry verticals to help recruit the right people, develop profile-wise employability benchmarks and assess workforce health.

Aspiring Minds' intelligent adaptive assessments span across Language, Cognitive skills, Domain knowledge and Personality. A strong in-house research and development team with alumni from IITs and MIT form the development back bone of the patent pending assessment tools.

AMCAT™ - the flagship product is India's Largest Employability Test. Conducted across the country throughout the year, AMCAT has been taken by over 750,000 candidates in 1300+ campuses, spread across 23 states. Tens of thousands of candidates secure their dream jobs every year through AMCAT.

Powered by a highly dedicated management team drawn from the IITs and IIMs, over 180 full-time employees, and a pan-India operational presence, Aspiring Minds has helped leading brands across verticals to improve their recruitment process efficiency and the quality of talent they hire. Aspiring Minds products and solutions have been adopted by leading corporate including Future Generali, HDFC Asset Management, Axis Bank, LnT Finance, Daimler, Tally, SBI Life, Stock Holding Corporation of India, Genpact, Tata Motors, The Smart Cube among others across sectors. Please visit us at [www.aspiringminds.in](http://www.aspiringminds.in).