

**A STUDY ON THE EFFECTIVENESS OF ONLINE LEARNING IN
DEVELOPING EMPLOYABILITY SKILLS
AMONG MANAGEMENT GRADUATES IN KERALA
ON THE BACKDROP OF COVID 19**

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Abstract

Covid 19 pandemic and the resulting lock down has impacted the entire education system of our Nation, and showed a new way of teaching and learning with the aid of information and communication technology. The strong infrastructure of the information and communication technology sector supports the education system to continue academic schedules virtually without disruption. The effectiveness of online learning for higher education has been discussed in various platforms and innovative teaching pedagogies were introduced by various academic and non-academic institutions to engage students in online learning. The associated impacts of online education have challenged the attainment of the objectives of various academic programmes. For a professional post graduate programme like business management the attainment of the programme objective and the enhancement of various skills among students was a challenge because of the lack of opportunity for experiential learning. The broad objective of the study is to examine the effectiveness of online learning in enhancing the employability skills of management graduates in Kerala. The study also examines the various challenges faced by management graduates during online learning and the skill gap experienced by such graduates during the course of employment. This descriptive study relies on both primary and secondary data. Primary data has been collected by interviewing sixty management students from six state universities in Kerala, who have pursued Master of Business Administration programme during the period of Covid 19 pandemic. The study shows that online learning is not effective in enhancing the employability skills of management graduates, and such students faced certain challenges and skill gaps at the time of their initial employment.

Keywords: Management Education, Employability Skills, Online Learning, Skill Gap, Information and Communication Technology.



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