Chapter - VI
Perspective of Career Opportunities

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6.1 Career review, History and concept

The concept of career has changed during last fifty years due to various changes which have taken place in different fields of Industry, Business and ultimately education sector. In the decade of 90 answer to such question changed. Younger boys of new generation thought that career was something new, challenging in the field which their parents did not door imagined. This generation consisted of again Doctors, Engineers, Architects, Advocates, Sports persons, Artists, Entrepreneurs, and MBAs etc. For this generation element of challenge, courage to do something new, Fearlessness for failures, risk factor, played important role. Parents of this new generation never knew what their sons and daughters were doing. Or they only knew that he or she was doing something which they did not imagine.

ERA of L.P.G. (Liberalization, Privatization & Globalization)

During the year 1991 major change occurred in country’s Economy. Liberalization, Globalization, Privatization, opened doors for outside countries to enter India for Business and Indians were allowed to make business outside India. Another marked change during this LPG era is removal of all licenses and various permissions required to start business. Earlier period was called Permit Raj. Except defense other sectors were opened for all interested parties. Huge expansion took place during LPG period. Disinvestment and privatization also occurred during LPG period. This entire situation led to enormous career opportunities for young generation.

Information Technology Sector and Software Industry

Huge opportunities exploded in this field. This being very new field, young generation was mainly attracted for package it offered. Internet, Mobiles, laptops, tablets, turned world in to small village. Computer Engineers and career in software became buzz word of younger generation. Glaring opportunities were created in the field of software industries. Careers in software became status symbol. I.T. and software wave was so strong that many people of young generation choose to make career in this field even though they did not have formal education in computers. They learned computers to grab opportunities in software field. There are
many examples of engineers other than computer Engineers, Commerce and other graduates who acquired basic education in software and grabbed opportunities. (1)

6.2 Theory – Concept of Career

I have discussed various meanings attached to term Career. Now I am trying to find out theory part i.e. what is scientific definition of term career, what it exactly means, what are the other terms like career management, career development, career guidance, career decision making,. Also I have discussed factors contributing to career decision making and career education.

Definition of career

1. Oxford English Dictionary definition: - as a person's "course or progress through life (or a distinct portion of life)". In this definition career is understood to relate to a range of aspects of an individual's life, learning and work.

2. Career is also frequently understood to relate only to the working aspects of an individual.

3. A third way in which the term career is used to describe an occupation or a profession that usually involves special training or formal education, and is considered to be a person’s lifework. In this case "a career" is seen as a sequence of related jobs usually pursued within a single industry or sector e.g. "a career in law" or "a career in the building trade".

4. An occupation undertaken for a significant period of a person's life and with opportunities for progress.

5. Career describes an individuals' journey through learning, work and other aspects of life. There are a number of ways to define a career and the term is used in a variety of ways.

6. Career is the sequence and variety of occupations (paid and unpaid) which one undertakes throughout a lifetime. More broadly, 'career ' includes life roles, leisure activities, learning and work. A career is process and actions taken by a person throughout a lifetime, especially those related to that Person’s occupations. A career is often composed of the jobs held, titles earned and work accomplished over a long period of time, rather than just referring to one position. While employees in
some cultures and economies stay with one job during their career, there is an increasing trend to employees changing jobs more frequently. For example, an individual's career could involve being a lawyer, though the individual could work for several different firms and in several different areas of law over a lifetime.

**Synonyms for Word Career** - profession, occupation, vocation, employment, job, line, line of work, walk of life, position, post, sphere.(2)

7. **Career Development** is the process of managing life, learning and work over the lifespan.

8. **Career Management** describes the active and purposeful management of a career by an individual.

9. **Career Guidance** is an inclusive term that has been used to describe a range of interventions including career education and counseling that help people to move from a general understanding of life, and work to a specific understanding of the realistic life, learning and work options that are open to them. Career guidance is often thought to incorporate career information, career education and career counseling.

10. **The context for career Decision-Making**
    When developing and presenting career education programs it is important to be aware of the context in which career development and career decision-making occur. Career decision-making is not simply matching a person to an occupation.

11. **Concept of Career Education**
    The development of knowledge, skills and attitudes through a planned program of learning experiences that will assist students to make informed decisions about their study and/or work options and enable effective participation in working life. Career education encompasses earning about the world of work, its changing nature, the general expectations of employers, and the demands of the workplace developing self-awareness in relation to interests, abilities, competencies and values developing awareness and understanding of occupational information and career pathways developing skills in decision-making which can be applied to career choices acquiring the skills necessary to implement the career decision made. (3)
6.3) Career opportunities for management graduates

Introduction:- I have given various definitions of career and terms used like career management, career education, career development, its growth, career path, and guidance for development of individual career, I wish to study career opportunities for management graduates. I feel that following points are very important. Careers in business management are solid backbone careers. Business management is the type degree that can benefit nearly ever career choice a person can make, because all careers or jobs are for a business. However, there are certain career paths in business management that are ideal.

While talking about the field of management, an individual is taught how to work with a team in order to achieve some pre-defined goals and targets of the respective organization. As such, the field asks for some built-in managing traits to excel. Though management can be done in every field, but management is symbolized to a career in corporate houses, hospitality industry, multinational firms, etc., after pursuing popular management courses, such as MBA, PGDM, PGDBM, etc. Both the term and course of management is linked with one of the highest paid careers in today’s scenario. What completely matters is how an individual is able to make the most of his/her degree in the market and get paid.

There is always a huge demand for management degree holders in major fields of management, as operation managers, human resource managers, event managers, hospitality managers, and others like Marketing, Finance, service Industry.

For working professionals of various fields, part-time diploma/certificate courses in management can enhance their skills and improve their chances of climbing the ladder of hierarchy in their profession. Above all, a management degree is not just confined to corporate houses, but it also provides exciting opportunities after completing a course in management, one can start his/her own business.(3)

For beginners there is huge demand for Management trainees in corporate sector. In the field of manufacturing Starting with management trainee up to Production Manager, or factory Manager. Similarly in the field of finance, V.P. finance could be end position. In case of software field start could be trainee, then team lead and finally Project manager.
In the modern era of technology, the expansive and comprehensive global market presents amazing and excellent career opportunities in different fields of management.

**Career Path**

There are several career paths available after acquiring qualifications in management. Given below are few of them as an example.

1. Business management degree is useful in large companies and one can take on the authoritative and leadership position in a development or process team inside a larger corporation.

2. It may be useful in retailing or starting career in huge malls. Starting career in middle scale or small scale industry is good option.

3. Management degree is also useful for entrepreneurs for starting own business. However, small businesses tend to require their employees to be jack-of-all-trades when it comes to work duties. Someone with a business management degree is perfectly suited to run and manage a small staff and small business office. Obtaining degree of a business management, can truly increase your potential and take you down a whole new career path.

**Career opportunities are classified in three categories.**

They are -

1. Functional career opportunities,
2. Sectorial career opportunities
3. And Entrepreneurial career opportunities.

Given below is brief description of each.

1. **Functional career opportunities**: - They are based on functions or departments. Marketing, Finance, Human resource, Operations, Systems, Manufacturing, Logistics, Information Technology, International Trade, Quality control, are important functional departments. Packaging, advertising, after sales service, Recovery of outstanding payments, Research and development, Maintenance and Repairs, are some of the important support functions of management. Career opportunities available in functional areas are mainly touched and discussed in this section.
Given below the important branches of specialization in MBA

Various functional areas of management are:

1. Production (Operations) management
2. Marketing management
3. Financial management
4. Personal (HR) management

1. Production (Operations) management:
Production means creation of utilities by converting raw material in to final product by various scientific methods and regulations. It is very important field of management. Various sub-areas of the production department are as follows -

- **Plant layout and location**: This area deals with designing of plant layout, decide about the plant location for various products and providing various plant utilities.
- **Production planning**: Managers has to plan about various production policies and production methods.
- **Material management**: This area deals with purchase, storage, issue and control of the material required for production department.
- **Research and Development**: This area deals with research and developmental activities of manufacturing department. Refinement in existing product line or develop a new product are the major activities.
- **Quality Control**: Quality control department works for production of quality product by doing various tests which ensure the customer satisfaction.

2. Marketing management:
Marketing management involves distribution of the product to the buyers. It may need number of steps.

Its sub areas are as follows -

- **Advertising**: This area deals with advertising of product, introducing new product in market by various means and encourage the customer to buy these products.
- **Sales management**: Sales management deals with fixation of prices, actual transfer of products to the customer after fulfilling certain formalities and after sales services.
Market research: It involves in collection of data related to product demand and performance by research and analysis of market.

3. Finance and accounting management:
Financial and accounting management deals with managerial activities related to procurement and utilization of fund for business purpose.
Its sub areas are as follows -
Financial accounting: It relates to record keeping of various financial transactions their classification and preparation of financial statements to show the financial position of the organization.
Management accounting: It deals with analysis and interpretation of financial record so that management can take certain decisions on investment plans, return to investors and dividend policy
Taxation: This area deals with various direct and indirect taxes which organization has to pay.
Costing: Costing deals with recording of costs, their classification, analysis and cost control.

4. Personnel (HR) Management:
Personnel management is the phase of management which deals with effective use and control of manpower.
Following are the sub areas of Personnel management -
Personnel planning: This deals with preparation inventory of available manpower and actual requirement of workers in organization.
Recruitment and selection: This deals with hiring and employing human being for various positions as required.
Training and development: Training and development deals with process of making the employees more efficient and effective by arranging training programmes. It helps in making team of competent employees which work for growth of organisation.
Wage administration: It deals in job evaluation, merit rating of jobs and making wage and incentive policy for employees.
Industrial relation: It deals with maintenance of overall employee relation, providing good working conditions and welfare services to employees.

2. Sectorial career opportunities: - Career opportunities available in various sectors and support sectors are mainly discussed. For example Automotive sector. Types of Automobiles (Heavy vehicles, Light vehicles, Two wheelers, Three wheelers, Cars, LCV etc.). Right from manufacturing, Quality Inspection, Authorized Dealerships, Repairs and maintenance, after sales service, washing centers, garages, driving class, arranging licenses, vehicle loans, RTO procedures, vehicle passing, are different supporting activities which fall in this broad sector. There are infinite career opportunities in main sector and support sectors. Similarly Banking, Chemicals, Fertilizers, Telecommunications, I.T., are examples of few sectors.
I have given list of various sectors – (4)

Agriculture
1. Agricultural Industry
2. Tobacco Industry
3. Dairy Industry
4. Cotton Industry
5. Tea Industry
6. Sugar Industry
7. Poultry Industry

Auto &Ancillary
1. Automobile Industry
2. Aviation Industry
3. Tractor Industry

Consumer Durables
FMCG (-Fast moving consumer goods)
1. Biscuit
2. Soap
3. Furniture
4. Jute
5. Leather
6. Paper
7. Plastic
8. Silk
9. Television

**Finance & Banking**
1. Banking Industry
2. Insurance Industry
3. Mutual Fund Industry
4. Real Estate Industry

**Health Care**
1. Bio Technology Industry
2. Health care Industry
3. Pharmaceutical Industry

**Information Technology & Software Industry**

**Metal & Mining**
1. Aluminum Industry
2. Copper Industry
3. Diamond Industry
4. Granite Industry
5. Mining Industry
6. Pearl Industry
7. Zinc Industry
8. Steel Industry

**Oil & Gas**
1. Oil Industry

**Power**
1. Power Industry

**Retailing**
Service Sector

1. Advertising Industry
2. Electronic Industry
   1. Hotel Industry
   2. Railway Industry
   3. Shipping Industry
   4. Telecom Industry
   5. Tourism Industry

Textiles

1. Textile Industry
2. Garment Industry
3. Weaving Industry

Other Industries

1. Cement Industry
2. Coir Industry
3. Construction Industry
4. Cottage Industry
5. Fashion Industry
6. Fertilizer Industry
7. Film Industry
8. Paint Industry
9. Printing Industry
10. Solar Industry
11. Turbine Industry

3. Entrepreneurial career opportunities: - Very few management graduates choose to become entrepreneurs after they acquire degree /diploma in management. Reason could be they prefer to take experience first and then plan for own enterprise. I have discussed career opportunities for entrepreneurs in different fields. Career opportunities in NGOs are also briefly touched.
Career opportunities for Entrepreneurs in Pune

Pune’s changed face in last twenty years brought several opportunities in for young management graduate entrepreneurs. Given below few examples of new career opportunities for MBA Entrepreneurs.(4)

1) **Automobile**: - Pune has large number of new automobile units. Pune is main hub for two wheeler, three wheeler and four wheeler manufacturing units. Services related to automobile sector are given below. There are many nonqualified people in this field.
   1. Authorized Dealerships for Scooters, Motorcycles, and cars.
   2. After sales service units.
   3. Accessories for different kinds of vehicles.
   4. Large number of garages, Washing centers, Denting, Painting workshops etc.
   5. Other services like driving training schools, RTO licenses, Insurances.

   These areas have surfaced recently and have big potential for career opportunities for young entrepreneurs.

2) **Education**: - Pune is education Hub and popularly known as VidyacheMaherghar.

Pune’s educational facility has multiplied very fast. Pune has now 50 engineering colleges, 10 medical colleges, 200 management Institutes and about 10000 undergraduate and small centers offering education in different fields. Huge expansion in education has created large number of career opportunities for MBA entrepreneurs in different fields.

I give below few examples.

1. Lodging, boarding, Catering, centers at various places near colleges.
2. Private tuitions, coaching classes, study centers, Libraries, etc.
3. Large no. of food joints, entertainment centers, Sports facilities, swimming pools,
4. Transport arrangements,
5. Supply of printing and stationery, Photocopy and Xerox

These are the relevant services required for growth of education. It has large potential for career opportunities for entrepreneurs.
3) **Art, Culture, Music, dance, and drama:-**
Pune has advanced in this field very recently. Acting on small screens, participation in different musical groups, Marathi films and dramas. Pune has done well in creating very good Marathi films. This field has offered many career opportunities to young generation.
I find many young entrepreneurs shaping their career in this area. I feel that this field has huge potential of career opportunities.
Pune’s famous SavaiGandharav, Musical programme has provided platform for many artist.

4) **Medicine and Health care :-**
Pune’s requirement for hospitals and hospital related services is very large. This field has huge potential for career opportunities. Existing hospitals are too short and Pune requires many more hospitals. Hospital related services are given below.
1. Supply of hospital related material (medicines, Uniforms, Medical instruments,)
2. Ambulance service.
3. Patients lodging and boarding facility.
4. Supply of Manpower,Nurses, Ward boys, etc.
5. Transport facilities.
6. Mediclaim services.
Here too there are many opportunities for MBA entrepreneurs.

5) **Advertising, Modeling, Beauty parlors and SPA centers.**
Pune has produced many young entrepreneurs in these fields. Management background with Entrepreneur spirit gives career opportunities mainly for women’s. I find many women Entrepreneurs making career in these fields.
Pune has famous Papillion beauty parlor. Modeling is gradually developing field.

6) **Tourism**
India with its diverse culture and rich heritage has a lot to offer to foreign tourists. Beaches, hill stations, heritage sites, wildlife and rural life. India have everything tourists are looking for.
Unfortunately this field lacks professional and trained manpower. MBAs willing to make career in this field has many entrepreneurial opportunities. Girikand and kesari are the examples of Entrepreneurs from Pune.

7) **IT and Software companies**

Pune is center for many IT and software companies. These services are making good contribution to growth of the Economy. Young entrepreneurs have proved and encashed opportunities in this field. Pune has huge Software companies like Wipro, Infosys, IBM, Cognizent, TCS, Tech – Mehendra, Sungard etc. Young Management graduates willing to make Career in IT field have many more Entrepreneurial Opportunities in Pune. Apart from big players in this field, there are several small companies in Pune.

8) **Engineering goods and other services.**

This field has big potential for Management Graduates. MBAs with engineering background have plenty opportunities. Starting from small workshops to Medium and large scale unit is proven path for MBAs. Pune is surrounded by large number of small scale and large industries.

Other services includes Transport, packaging, storage, Infrastructure services like electricity, water, Road, Internet connectivity etc. Large numbers of career opportunities are waiting for management graduates.

9) **Franchising**

With many small towns developing at a fast pace in India, the franchising model is bound to succeed. India is well connected with the world. Hence, franchising with leading brands who wants to spread across the country could also offer ample opportunities for young entrepreneurs.

Pune has glaring example of Dominos pizza. There are many outlets for branded readymade garments in Pune.

10) **Food Processing and Catering contracts.**

Entrepreneurs can explore many options in the food grain cultivation and marketing segments. Entrepreneurs can add value with proper management and marketing initiatives. The processed food market opens a great potential for entrepreneurs be it fast food, packaged food or organic food. Fresh fruits and vegetables too have a good demand.
abroad. A good network of food processing units can help potential exporters build a
good business.

Catering contracts is new field open to MBA entrepreneurs. Pune has huge potential
opportunities in catering business. Supplying fresh fruits and vegetables, supply of
packaged food etc. are new trends. (4)

6.4 Projection for career opportunities in this decade

Researcher has taken futuristic view based in certain assumptions and estimates of
population growth. India 2020, A vision for the new Millennium by APJ Abdul kalam
and Y. S. Rajan is used as source of information.

Introduction:
I have outlined Contents of this book and they are reviewed for obtaining idea about
estimated parameters for population, demand for food, future growth of engineering
industries and software field, chemical and textile industries. The whole effort for doing
study of this book is that, there would be explosion of employment opportunities and
there would be huge demand for management students in service sector, agriculture
sector and manufacturing field. This feeling is strongly supported by Honorable President
and his team in this book. manufacturing and agriculture being basic field for growth of
economy and for creation of huge careers and employment opportunities for management
graduates. This assumption is also strongly supported in this book. This book will prove
Dnyaneshwari for modern India.

Relevant points are given below:
Books begins concept of per capita income and purchasing power. These indicators are
used to check economic power of the country for international comparison. The people,
the overall economy, the strategic interests are touched to understand concept of
technologies as a core strength of the nation. Technological strengths are the key to
creating more productive employment. It is suggested that mastering of technologies is
the key task to which the country and its people have to give importance.

Expanding domestic market, Expansion of the wage economy and Growing tendency
towards self employment are other features of the economy, which are likely to emerge.

(5)
6.5 Conclusions

I have concluded that service sector is likely to be more important in coming future and it will generate enormous career options. Importance of manufacturing and agriculture sector cannot be given less importance, reason being all services are based upon what we produce, marketing comes after that. Manufacturing and agriculture has direct relation to growth of service sector. Service sector will alone contribute 60% of annual GDP by 2020.

Management knowledge will be most useful in all sectors of business and corporate world. Especially Agriculture sector needs scientific approach. Other fields are academics, medical facilities, transport, travel and tourism, they need focused attention. And for this to happen, research student had assumed hypothesis that knowledge of management is required in all sectors of business has come true.

I conclude abstract of this book by santvachan by Ramdas Swami, “ Kelyane hot ahe re adhi Kelechi Pahije”, means Things will not automatically happen, you have to put systematic and focused efforts.

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