

**AN ANALYSIS OF EMPLOYER EXPECTATIONS
AND THE ENTRY LEVEL GRADUATE
CAPABILITIES -A STUDY ON IT SECTOR IN
SRI LANKA**

**MASTER OF BUSINESS ADMINISTRATION
IN
MANAGEMENT OF TECHNOLOGY**

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October 2016

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This Dissertation was submitted to the Department of Management of Technology
of the University of Moratuwa in partial fulfillment of the requirement for the
Degree of Master of Business Administration.

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Sri Lanka

October 2016

DECLARATION

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Name of the Supervisor: Professor Vathsala Wickramasinghe

ACKNOWLEDGEMENT

This research thesis is not a one night dream as this is a collective effort of everyone who provided their valuable opinions, support, supervision, direction and the inspiration for whom I must offer my great honor.

My great honor and gratitude is extended to my supervisor Professor Vathsala Wickramasinghe for her great direction, support and guidance provided for me within this entire research study effort to make it a huge success. I'm thanking you very much madam for your kind heart that you always offered for me as it's a wonderful gesture.

I wish to express my great thank to my co-supervisor Mr. I Mahakalanda for his great direction, support and guidance provided for me within this entire research study effort to make it a huge success. His guidance helped me in all the time of research and writing of this thesis.

My sincere gratitude is also extended to Dr. G. Dinesh Samarasinghe and all the other faculty and visiting faculty members of the Department of Management of Technology at University of Moratuwa who enriched me in their relevant fields of knowledge within the course work of MBA degree program.

I offer my heartfelt appreciation for all the Senior Public Servants, Junior Public Servants, IT guys, University Lecturers, University Students and all the other parties those who sacrificed their valuable time and effort on this research study to make it a success from each and every mean.

Last but not least, a very special appreciation is gone to my family for the eminent support and the encouragement provided for me on the completion of my research project task plus my whole MBA as my entire strength is totally vested on my lovely family.

ABSTRACT

The purpose of this study is to investigate employability skills gap that employers, university lecturers and graduates value to bring to the workplace, when graduates are applying for entry-level graduate jobs in the field of Information Technology in Sri Lanka.

A total of three samples were selected for this exploratory study, university graduates, employers, and university lecturers. Three self-administered survey questionnaires were developed targeting the three groups. In addition to descriptive statistics, Analysis of Variance (ANOVA) and gap analysis were used for the data analysis.

The findings suggested that there are differences in the priorities given for employability skills by the three groups – university graduates, employers, and university lecturers. It was observed several gaps among employers expectation level, lecturers level of addressing the industry needs in relation to skill development and capabilities of entry level students. Lecturers' give significantly more emphasis exceeding the level of expectations of employers in relation to cognitive skills. However, students have not improved their cognitive skills relative to the concern given by the university lecturers on this skill. Students lack intrapersonal skills and interpersonal skills relative to the expectation level of employers in the industry.

This study suggests three parties' strategies as remedies for the gap which was identified among relevant parties. All the strategies were inferentially analyzed and suggested which remedy is most important and which are novelties to introduce minimize the gap. Employers suggest that recruiting trainees might reduce the capability and expectation gap between students and employers while lecturers believe that organizing job fairs is the solution to eliminate the expectation gap. Entry level graduates think properly prepared CVs will increase the opportunities to enter the industry while they also believe of job fairs and training courses.

Keywords: University Graduates, IT Industry Employers, University Lecturers, Skills, Sri Lanka

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List of Abbreviations

BOI	Board of Investment
BPO	Business Process Outsourcing
CAGR	Compound Annual Growth Rate
CEO	Chief Executive Officer
FAO	Finance and Accounting Outsourcing
GLSI	Global Service Location Index
ICT	Information and Communication Technology
ICTA	Information and Communication Technology Agency of Sri Lanka
ITeS	IT-enabled services
KPO	Knowledge Process Outsourcing
LGN	Lanka Government Network
LPO	Legal Process Outsourcing
MIS	Management Information System
NOA	National Outsourcing Agency
SLICTA	Sri Lanka Information and Communication Technology Association
SLASI	Sri Lanka Association of Software Industry
SLASSCOM	Sri Lanka Association of Software and Service Companies
SLT	Sri Lanka Telecom
ToT	Train the Trainers
TVEC	Tertiary and Vocational Education Commission

IT	Information Technology
BPM	Business Process Management
HEI	Higher Education Institutions
USAID	United States Agency for International Development
CEO	Chief Executive Officer
UK	United Kingdom
NCVER	National Centre for Vocational Education Research
HR	Human Resources
BSc	Bachelor of Science

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