

JOBS



GRADUATE ASPIRATIONS: A STUDY BY ASPIRING MINDS RESEARCH CELL

ASPIRING MINDS, INDIA'S LEADING
EMPLOYABILITY SOLUTIONS COMPANY

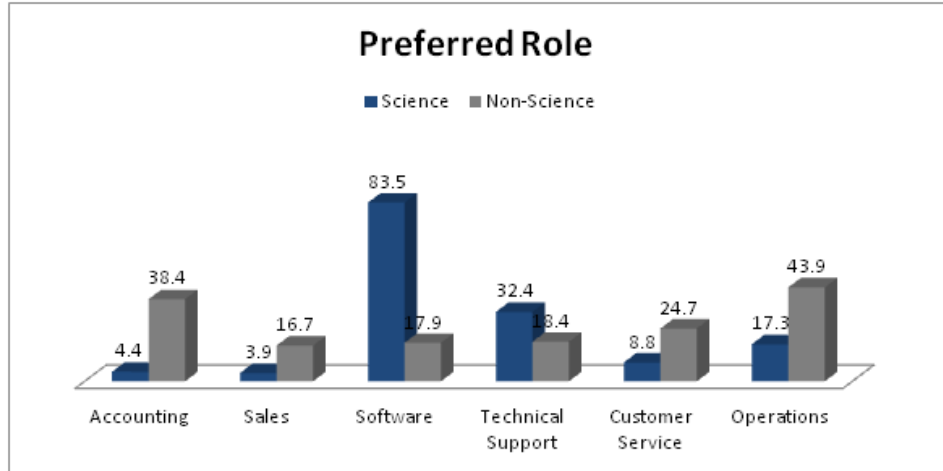
HIGHLIGHTS

- ✓ More than 80% science graduates without engineering degree aspire for software jobs and software companies.
- ✓ The second most popular job among science graduates is technical support (32.27%) followed by operations jobs (17.27%). Sales and Customer Service profiles are not popular profiles.
- ✓ The most popular job profile among non-science graduates is Operations (43.89%) and Accounting (38.36%). Most non-science graduates (61%) want to work in banks.
- ✓ Surprisingly a large proportion of non-science candidates (39.39%) want to work in IT companies.
- ✓ More non-science graduates (21.22%) are interested to work in BPOs than science graduates (12.20%).
- ✓ More non-science graduates aspire to work in retail chains than in BPOs. Only 16.57% non-science graduates are interested to work in insurance sector.
- ✓ More non-science graduates are interested to work in Customer Service (24.65%), as compared to sales (16.66%).

FINDINGS

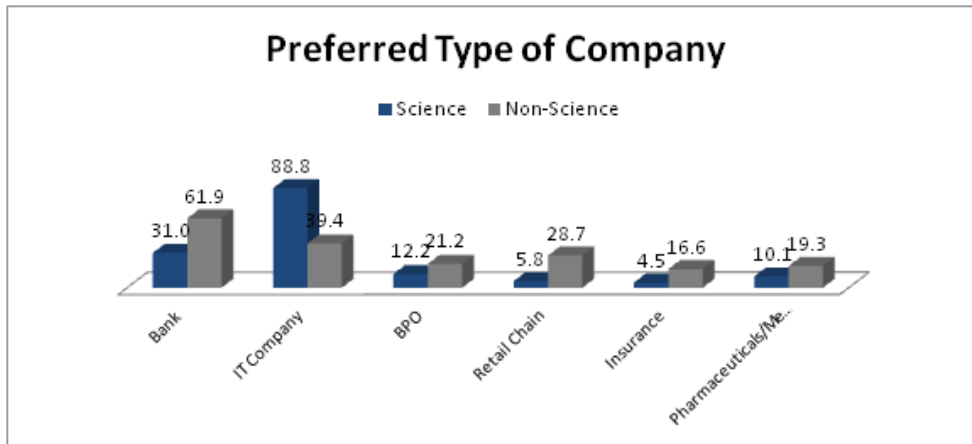
Almost all science candidates (83.45%) aspire to work in a software role, followed by technical support jobs (32.37%) and operations jobs (17.27%). Very few candidates are interested in customer service, sales or accounting jobs.

With regard to type of company, most candidates want to work in IT companies. Surprisingly, the second most preferred sector for science candidates is banks. Miniscule 12.20% percent



candidates are interested to work in BPOs. The relative preference of profile and type of company is shown in the adjacent figures.

With regard to non-science graduates, the most popular jobs are Operations (43.89%) and Accounting jobs (38.36%) followed by Customer Service (24.65%). Sale jobs are not a popular choice with only 16.66%



graduates endorsing the option. With regard to type of company, highest numbers of candidate want to work for banks. Surprisingly a good 39% candidates are

interested to work in IT companies. More candidates are interested in working for retail chains (28.72%) as compared to BPOs (21.22%). However, more non-science candidates are interested to work with BPOs as compared to Science students. Few candidates want to work in the Insurance sector (16.58). The proportion of different degrees specializations in science and non-science group is provided in Appendix 1.

METHODOLOGY

Aspiring Minds recently conducted a study to understand what kind of sectors and job profiles do fresh graduates prefer. A survey was conducted at two metros which attracts graduates looking for jobs from across the country. A total of more than 7500 candidates were sampled. All non-engineering degrees including B.Sc., BCA, B.Com., BBA, BA, BHM, etc. were included in the survey.

The survey asked the candidates for their preference of the 'type of company' they would like to work for and 'type of job' they would like to do. Candidates could choose as many options as they desired. The results were segregated according to Science and Non-Science graduates.

Science candidates comprised mainly B.Sc. and BCA graduates. Non-science candidates included B.Com., B.A., B.H.M., etc.

ABOUT ASPIRING MINDS

Aspiring Minds is India's leading employability measurement company, headquartered in Gurgaon. The state of the art assessment tools developed by 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® - our flagship product is India's Largest Employability Test. Conducted across the country throughout the year, tens of thousands of candidates secure their dream jobs every year through AMCAT.

The management from IITs and IIMs, more than 135 full-time employees, and a pan-India operational presence have helped leading corporations across industry verticals improve their recruitment process efficiency and the quality of talent being acquired. Aspiring Minds products and solutions have been adopted by leading corporates including HCL, Genpact, Accenture, L&T Finance, Patni, Mphasis, Ericsson, Sapient, John Deere, Tavant, Tally, among others.