

**A MARKET SURVEY ON EMPLOYMENT STATUS AND EMPLOYER  
SATISFACTION OF GRADUATES (BBA STUDY PROGRAM) OF FACULTY  
OF COMMERCE AND MANAGEMENT, EASTERN UNIVERSITY, SRI  
LANKA: SPECIAL REFERENCE TO AMPARA DISTRICT.**



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Project Report  
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By

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## ABSTRACT

This study investigates a market survey on employment status and employer satisfaction of graduates (BBA study program) of faculty of commerce and management, Eastern University, Sri Lanka: Special reference to Ampara district. The employment of graduates to raise an organization's intellectual capital is not a new phenomenon and there is a less demand for graduates it is basically due to the miss match between graduates' competencies and employers' expectation and also due to the weak relationship between university and the business sector.

Objective of this survey identify the current status of graduates of EUSL in terms of employment status and career progression, to explore the satisfaction of employers in terms of professional and personal attributes of EUSL graduates, to assess the preferences of employers towards EUSL graduates when compared with graduates of other universities during recruitment/ selection, and the relationship between overall level of satisfaction of employers and overall quality of EUSL graduates.

This quantitative study aims to address this gap by analyzing survey data collected from 100 employees across in Ampara district. The independent variables of overall quality of graduates is measured through nineteen dimensions and the dependent variable of overall employer satisfaction that contribute directly to the technical operations, organizational environment.

***Keywords: Employment status, Graduate quality, Employer satisfaction, Professional attributes, Personal attributes, Employer preference***

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