

**CAREER CHOICES AND REASON FOR CAREER CHOICES
AMONG THE GRADUATES OF FACULTY OF COMMERCE
AND MANAGEMENT (FCM) OF EASTERN UNIVERSITY
(EUSL)**



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ABSTRACT

University graduates are facing strong competition for top jobs within the country as well as in overseas. Therefore they have to prepare and develop their careers well before they start seeking for jobs as early as their freshmen year at university. For a country like Sri Lanka which has the vision “To be the miracle of Asia” it is very important to identify the gaps within the younger generation of the country. Especially in the Eastern Province, Eastern University (EUSL) has been considered as the chief educational institution among educational society. The Faculty of Commerce & Management (FCM) was established in 1988 for providing best possible human resources to society in the field of Management and Commerce.

The aim of this research paper is to find out “How do career choices and reason for career choices among the graduates of Faculty of Commerce and Management (FCM) of Eastern University (EUSL)?” Primary data was used for the study were obtained from 150 numbers of graduates of FCM, EUSL. Convenient sampling method was used. The collected data has been analyzed by using descriptive statistics, independent sample t test and Analysis of variance (one way ANOVA) with post hoc test.

Based on the findings of the study, it concludes that all most all the influences levels for career choices dimensions are at a higher level. There were no enough evidence towards any difference of micro level, maso level and macro level influences across age, job experience, career goals, marital status and funding for bachelors studies of graduates of FCM, EUSL. At the same time, no differences of micro level and maso level influences across gender of graduates of FCM, EUSL could be found. But, there was a difference of macro level influences across the gender of graduates of FCM, EUSL.

Keywords - Micro Level Influences, Meso Level Influences, Macro Level Influences, Influence on Graduate Career Choice

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