



## A STUDY ON THE BUILDING OF PROFESSIONAL SKILLS AMONGST STUDENTS THROUGH EVENT MANAGEMENT

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### **Abstract:**

This paper is aimed at understanding the concept of Event Management as an ever-evolving skill and how event management at the college level helps the students to develop their professional skills. Every educational institute organizes events or fests annually for the students primarily to provide them exposure to the outside world and to enhance the wide variety of skills. The research paper will help us to perform an explorative study on the aids of extension programs for improving the managerial and professional skills of the employees concerning College level events.

The study will help us to assimilate the functioning of college-level events and how the event management helps the student to endeavour skills for future career-oriented growth. In the following research paper, the focal point of the study will be the MAVEN event which is undertaken at the Sir Parashurambhau College, Tilak Road, Pune, Maharashtra. Hence, the following study will help us to ascertain the beneficial resultants of organizing university and college-level events for the students.

**Keywords:** *Event Management, Events, Professional Skills, Educational Institutes.*

## **1. Introduction:**

Events mean a planned and organized affair that takes place for a purposeful occasion. Annually educational institutes such as Universities, Colleges and Institutes spent a huge amount of funds to organize large scale events. The primary objective to arrange these events is to provide students an introduction to the corporate working environment.

‘Event Management’ comprises the coordination of all of the tasks and activities necessary for the execution of an event regarding its strategy, planning, implementation, and control, based on the principles of event marketing and the methods of project management [Thomas et al. (2008, a)].[1] Event Management leads to building professional skills amongst the students by giving them the platform to perform the application of academic course knowledge into pragmatic situations.

The events organized at the universities and college levels act as a simulation of a company working environment to impart the knowledge amongst the students. The students can develop their skills by participating in the events. These university and college-level events provide a significant platform for the students to have an extensive learning experience. The functioning of the events in colleges and universities is quite contrasting therefore, the focus is made on the MAVEN event organized at Sir Parashurambhau College.

MAVEN stands for the term Motivate Administrators and Visionaries for Entrepreneurial & Intrapreneurial Network. MAVEN is an annual national-level symposium organized at Sir Parashurambhau College by the Department of Commerce. MAVEN is a pre-eminent enterprising meet that acts as a bridge for the exchange of ideas amongst the pioneering venture capitalists, leaders, businessmen, alumni, and students. It is a wholesome opportunity for the students to gain immense knowledge from the real trendsetters who have created a path of their own through phenomenal innovations.

MAVEN event is an epitome of the term Participative Management and decentralization. The event follows the concept of Participative Management as there is a proper pecking order framed for the management. The hierarchy consists of Principal Sir, Vice Principal Madam, Faculty as Committee’s Head and Students as Committee leaders, Assistant Committee Leaders and Volunteers. There are overall 14 committees which are comprised of Faculty Heads, Committee Leader and Assistant Committee Leader along with volunteers for respective committees.

## **2. Literature Review:**

As per the research paper published by Mr. Krunal Maiske, Ms. Pooja Neware, Ms. Nikita Jamgade, Ms. Aishwarya Jamgade, Ms. Pooja Dubey, Review Paper on Event Management System Department of Computer Science and Engineering Nagpur Institute of Technology Nagpur, India. Published in the International Journal for Research in Applied Science & Engineering Technology (IJRASET) ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor:6.887 Volume 5 Issue XII December 2017. The following research study is about the event management system is an online event management system software project that serves the functionality of an event manager. The system allows registered users to log in and the new user is allowed to register on the application. The system helps in the management of events, users and the aspects related to them. This proposed to be a web application. Hence the Event Management system is a revolutionized form of event management.

The following research paper is published by Amita Sharma et al. Director, Deptt. of Computer Science & I.T, J.R.N. Rajasthan Vidyapeeth (Deemed) University, Udaipur, Rajasthan, India, Event Management System: Design and Implementation using AOP methodology in Eclipse-AJDT Environment in the International Journal of Engineering Science and Technology (IJEST). This study convinced that separation of concerns is one of the main requirements of good system design and implementation. The concern here refers to the specialization of human resources involved i.e. division of work by forming committees viz. organizing committee, decoration committee, food committee, etc. Hence the separation of concerns and the divide-and-conquer approach should be followed for effective event management. This approach reduced complexity and supported effective code reuse.

## **3. Research Purpose:**

The purpose of this research study is to ascertain the significance of organizing events at the college and university level for the growth of students. The study is concerned with understanding the impact of participation in the events on the skills of the students. The main aim of the study is to figure out the professional skills required for prospects.

## **4. Research Problem:**

India is currently having a boon of demographic dividend but the country is facing the employment issue. As per a recent UNICEF report on learning outcomes projections for

South Asian countries, more than half of Class-12 passed young Indian students will lack the skills to find jobs by 2030. According to another report published by India Today, In 2017-18 alone, around 33% of the formally trained youth - both men and women - remained jobless mainly because the skills that employers are looking for are lacking in most college graduates. Therefore there is dire need to grow the skills of the students for future career-oriented aspects.

**5. Scope of the study:**

The study focuses on the extension programs (Extra-curricular activities) organized by Educational Institutes for the development of professional skills amongst students. The study will help to understand the advantages of college and university level events to enhance the professional skills of their graduate students.

**6. Objectives of the study:**

- A. To understand the professional skills required by students in the corporate field.
- B. To identify the skills enhancement amongst students by participating in the college-level events.
- C. To study the benefits of college-level events in transforming academic knowledge into application-based knowledge.
- D. To suggest the measures for developing managerial skills amongst students for future growth.

**7. Hypothesis:**

H0: College level events do not plays a significant role in improving professional knowledge.

H1: College level events plays a significant role in improving professional knowledge.

**8. Research Methodology:**

This paper follows an exploratory research method based on the qualitative data of the perception-based reviews of the students who have participated as volunteers in the event. The exploratory research method is adopted due to the non-availability of sufficient data related to the topic.

Sampling Method	Simple Random Sampling Method
Tools and Techniques	Chi-square test for Independence
Instruments	Questionnaire
Sample size	80 respondents

Table 1

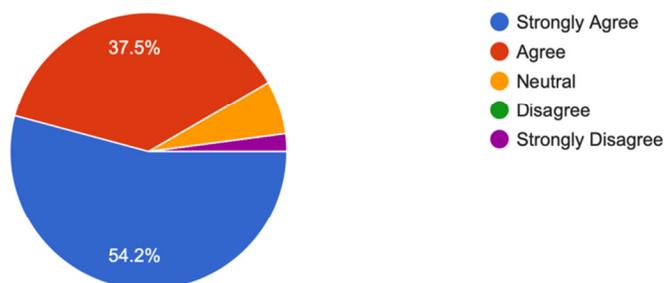
The study has used the Simple Random Sampling Method to avoid the biases of the non-probability sampling method. The data has been collected through primary sources. The data had been analysed using the Chi-square test for Independence to assess the association between events and professional knowledge requirements. The population for the study was MAVEN volunteers who are the students of B.Com and B.B.A.

### 9. Limitations of the study:

The data has been collected from the students of B.Com and B.B.A of Sir Parshurambhau College only. The data has been collected by the experience of MAVEN 2020.

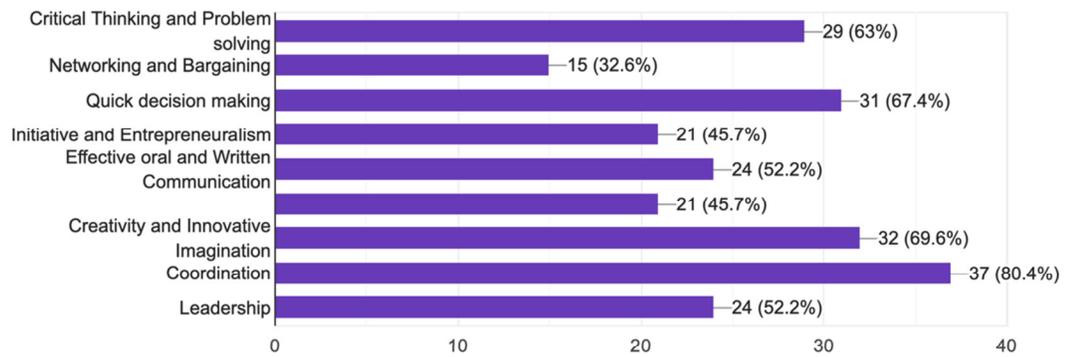
### 10. Analysis and Interpretations:

10.1 As per the response given by the respondents about ‘Did MAVEN helps to improve your Managerial skills?’, the response is depicted through the pie-chart. Hence, it is interpreted that a high percentage of students firmly agree that events, especially MAVEN helps the students to improve their Managerial skills by boosting their confidence, enhancing communication skills, learning leadership skills, etc.



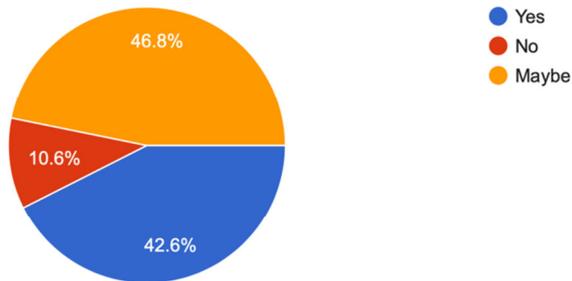
*Fig 1: MAVEN helps in improving Managerial Skills*

10.2 The following histogram portrays the percentage of different skills enhancement by participating in MAVEN. The respondents had replied that they have built Coordination skills the most by working as teams for different committees and then properly channelizing the activities. The students were able to develop their personality effectively by gaining new experiences through interactions with experienced personalities.



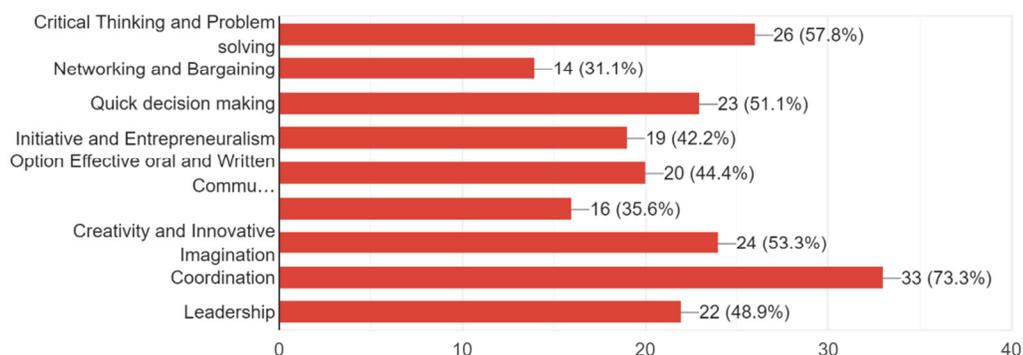
**Fig 2: Different skills enhanced by participating in MAVEN.**

10.3 As per the response delivered by respondents about the application of theoretical knowledge in pragmatic situations. The respondents had replied that a high percentage of them are not sure about whether they were to apply their course oriented knowledge in realistic situations. And 42.6% were able to apply their theoretical knowledge to manage the MAVEN Event.



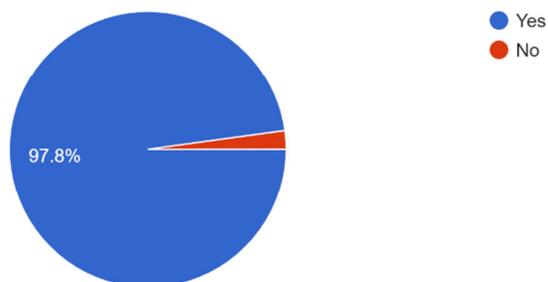
**Fig 3: Application of theoretical knowledge to manage the MAVEN Event.**

10.4 As per the response concerning the question regarding skills improved after participating in MAVEN. The respondents had replied that they had learned the Coordination skill which is considered as the essence of management. The students were also able to do comprehend Critical Thinking and Problem-solving skills. The following histogram represents the improved skills of the students participated in MAVEN, the percentage represents the skills chosen by the respondents.



**Fig 5: Skills improved after participating in MAVEN.**

10.5 As per the response provided by the respondents, 97.8% considered that the talks/speeches by speakers and panelists helpful from the point of the future endeavour. The students had also answered that they were highly motivated by the guest speakers and 96% respondents had responded that they would like to participate in the MAVEN Event again.



**Fig 6: Talks/Speeches by speakers and panellists helpful from the point of the future endeavour.**

The hypothesis has been analysed using the Chi-Square test ( $\chi^2$  test) to find out the relationship between the variables i.e. College level Events and Professional Knowledge gained by students.

The contingency table set up of the Observed Results is as follows:

Particulars	Students gained Professional Knowledge	Students not gained Professional Knowledge	Total

Students attended MAVEN	45	04	49
Students not attended MAVEN	20	11	31
Total	65	15	80

Table 2

The contingency table set up of the Expected Results is as follows:

Particulars	Students gained Professional Knowledge	Students not gained Professional Knowledge
Students attended MAVEN	39.8125	09.1875
Students not attended MAVEN	25.1875	05.8125

Table 3

Calculation of the Chi-square test using the Contingency Table is as follows:

Particulars	Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> / E
Students attended MAVEN and gained Professional Knowledge	45	39.8125	5.1875	26.9101	0.6759
Students attended MAVEN not gained Professional Knowledge	04	09.1875	-5.1875	26.9101	2.9289
Students not attended MAVEN and gained Professional Knowledge	20	25.1875	-5.1875	26.9101	1.0683
Students not attended MAVEN not gained	11	05.8125	5.1875	26.9101	4.6296

Professional Knowledge						
<b>Total</b>						9.3027

Table 4

The formula for using the Chi-square test for Independence is :

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where,

**O** stands for the Observed frequency, **E** stands for the Expected frequency.

The calculated value of the Chi-Square test ( $\chi^2$  test) is 9.3027. The table value of the Chi-Square test ( $\chi^2$  test) is computed using Level of significance for the study was 5% and the degree of freedom for the study was 1. Hence, the table value of the Chi-Square test ( $\chi^2$  test) is 3.84. Therefore the null hypothesis ‘College level events do not plays a significant role in improving professional knowledge.’ is rejected.

Hence, it is proved that College level events plays a significant role in improving professional knowledge.

## 11 Findings and Suggestions:

Since the country is facing an employment generation issue along with the population explosion problem, it has become essential for every individual to set apart from the crowd. It is essential to inculcate advanced skills that are demanded in the market to have better chances than the other candidates.

The following are some of the suggestions based on the findings from the study. Firstly, the colleges should organize the professional events and make the students to perform the ground level functioning and management for the event. Secondly, the students should be positively motivated and their confidence should be boosted to participate in the events. Thirdly, sometimes stern actions should be taken for pushing students to participate, for instance compulsory attendance should be obligated on them. Fourthly, Educational Institutes should continuously take steps to upgrade the market demanded skills of the students by conducting workshops, training and exposure visits. Fifthly, the students should be guided regarding the application of academic knowledge into the pragmatic

situation by teaching case studies, role-playing, and giving practical assignments which involve field study.

## **12 Conclusions:**

In the competitive market, an individual needs to stand out from the crowd. Certain types of key professional skills are considered while selecting a candidate namely Communication skills, Public Speaking, Team Work, Time Management, Leadership, Critical Thinking, and Flexibility. Since the educational institute is a student's launching pad concerning their career hence it is the responsibility of the institute to develop adequate professional skills depending upon the current needs in the market.

MAVEN is a perfect specimen for the students to improve their management skills and to discover their hidden talent and uniqueness. The event is a kind of simulation training for the students as it provides them exposure through participating in various competitions and by volunteering and leading various committees.

In a nutshell, we can say that MAVEN is a comprehensive learning experience for the students. Hence, event management is a wholesome experience for the students to improve their managerial skills.

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