

Employability Skills: Career Challenges For Fresh Bachelor Of Business Administration (BBA) Graduates In Pakistan

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Abstract:

Employability skills are essential for Pakistani Bachelor of Business Administration (BBA) fresh graduates. The job market is hardly optimistic for her recent BBA graduate. Employers now have different standards to measure a multitude of skills and competencies in addition to the required training. The Higher Education Commission (HEC) of Pakistan recently launched the new four-year BBA degree program to raise student proficiency and communication expertise as well as their understanding of fundamental business concepts and principles to meet the expectations of employers.

This research study was conducted to investigate employability skills and the expectations of employers. We used phenomenological research methodology to carry out our investigation. We developed a list of 52 employability skills after conducting a focus group with ten experts. We chose a sample of 100 firms using a stratified random probability sampling technique from those listed with the Security and Exchange Commission of Pakistan (SECP). One hundred department heads were sent the list through email and instructed to rank only six of the skills as prerequisites for a recent business graduate to appear in interviews. Ninety department heads responded to our survey. They identified skills as subject-specific theoretical knowledge, communication skills, confidence, attitude, corporate dressing and personal grooming, and willingness to learn.

We conducted a focus group with the same experts once more to learn how new business graduates should develop these employability skills and to acquire professional advice for recent business graduates. We used thematic analysis to analyse the qualitative data. The research study's findings can be useful to graduates in both academia and business.

Keywords: Employability Skills, Business Graduates in Pakistan, Theoretical Knowledge, Communication Skills, Confidence, Attitude

I. Introduction:

Employability is an important consideration for job candidates. In Pakistan, employability skills are regarded as a criterion for selecting new business graduates. According to Tong and Gao (2022), employability is a crucial sign of competence. Kempster (2022) define employability as a combination of skills, understandings and personal characteristics that increase the likelihood of finding work and excelling in chosen professions. Owing to the importance of employability skills for fresh BBA graduates, we conducted a research study to examine the employability skills and career challenges of fresh BBA graduates in Pakistan. Our goal was to identify the employability skills that Pakistani young BBA graduates would need. Secondly, how would these employability skills be developed?

The expectations that employers currently have of recent BBA graduates in Pakistan represent a developing corporate challenge. Employer expectations are shifting in Pakistan as a result of recent changes in market patterns. There is a lot of competition. Employers seek for the greatest human resource because Pakistan's job market is unfavorable. Candidates for jobs are not exclusively evaluated on their technical and behavioral skills, as well as how well they performed at the workplace. Employers are looking for applicants that are capable of taking ownership of the position and demonstrating a role that goes above and beyond what is expected of them by the company (Mtawa & Wilson, 2021). Business organizations in rising markets and economies like Pakistan requires employees with high levels of expertise, education, and professionalism. Companies are increasingly seeking graduates with a variety of skills, from fundamental to soft skills, according to the

current market trend. According to the research study done by Truong, Laura and Shaw (2018), various business disciplines prefer soft skills. Communication and teamwork qualities are important for employees, as are computer literacy, negotiation skills, and the capacity for critical and analytical thinking (Mehrotra & Elias, 2017).

The development of a mature business culture depends on the function of effective and efficient human resources. A productive and cooperative work environment might result from a highly motivated workforce. In the current situation, the role of HR professionals has expanded. HR is now a business and strategic partner because we face diversity, global competition and compliance. Now employees are knowledge workers (Sarwar & Imran 2019). The expectations of employees are high. They demand high-performance and ethically enriched work culture. This is the responsibility of educational institutions to develop employability skills in the students (Ayoubi et al, 2017). According to recent studies, Higher Education Institutions (HEIs) should prioritize developing graduates to meet imminent demands (Fraser & Debra 2021).

The new 4-year Bachelor of Business Administration (BBA) degree was recently launched by the Higher Education Commission of Pakistan (HEC). The program is divided into eight structured semesters with 124–136 credit hours. HEC established the Program's objectives. The program, that offers specializations in Marketing, Supply Chain Management, Banking and Finance, and Human Resource Management among others, increases the employability of recent graduates in the business management sector. The degree enhances the graduate's communication and professional abilities, as well

as their awareness towards leadership styles, cultural diversity, and their capacity to recognize and comprehend fundamental business concepts and philosophies.

The current employer looks for skills above and beyond a candidate's academic credentials. The current workplace is more diverse than ever. Thus, the expectations of the employer have changed now. Employability needs more skills and comprehensive knowledge. Are the current business graduates fulfilling the demands and expectations of the employer? Recent studies have shown that pupils are ill-prepared for the corporate and working worlds. Universities should foster a learning environment that prioritize students' ambition, individual aims, personal accomplishments, and greatest personal benefits (Ghauri & Ayub, 2021; Hiew et al., 2021).

We conducted this study regarding career challenges faced by Pakistani young business graduates and their employability skills. We aim to determine the employability skills that young business graduates in Pakistan would require. Second, how can these employability skills be developed and what suggestions are needed for fresh business graduates? Previous research studies have focused on employability skills across all fields and levels of employment. (Sarwar & Imran 2019; Ghauri & Ayub, 2021; Hiew et al., 2021; Fraser & Debra 2021). Mainga, Daniel and Alamil (2022) have identified the soft skills that are required for graduates. This research study uses different methodologies to examine the employability skills and abilities required for fresh BBA graduates at entry-level employment. We used the constructivist research paradigm and philosophy to explore the research phenomena. We conducted our study using a phenomenological research strategy.

Both academia and business graduates can benefit from the research study's conclusions. The current literature was critically reviewed, and the research methodology is presented after the literature review. The parts on analysis and results, discussion and conclusions are also presented. Finally, the study's implications are highlighted. We produced the following research questions to explore the phenomena.

Research Question No. 1. What employability skills are needed in Pakistan for fresh business graduates?

Research Question No. 2. How to develop these employability skills and what recommendations are required for fresh business graduates?

1.1. Objective of the study

We have two objectives. The primary objective of the study is to assess and examine the employability skills that Pakistani young BBA graduates would need. Second, what advice is needed for recent business graduates and how may these employability skills be developed?

2. Literature Review:

2.1. HEC and BBA Programme

Higher education initiatives and projects in Pakistan are monitored, managed and accredited by the HEC; an independent organization with legal standing. In 2002, an Ordinance established HEC and the commission's authority and duties include developing guidelines and regulations for HEIs that will support Pakistan's socioeconomic development. On September 11, 2002, it adopted its current structure after being founded in 1974 as the University Grants Commission (UGC). The commission is responsible for creating higher education policy, assuring quality to match international standards and criteria, and providing accreditation for academic degrees as

well as overseeing the creation of new foundations and the improvement of already existing universities in Pakistan (HEC, 2022).

The HEC launched the four-year BBA programme and developed aims and objectives of the programme. The programme offers specialties in Banking and Finance, Supply Chain Management, Human Resource Management, and other areas. The HEC emphasizes that the BBA curriculum is crucial for students who want to contribute to the growth of the country. The world has changed as a result of globalization, contemporary technology and competitiveness. Regular updating is a good idea to include the most recent advancements and breakthroughs in the pertinent field of expertise (HEC, 2012).

HEC aimed to increase recent BBA graduates' employability in Pakistan's corporate and business sectors respectively. The goals of HEC are to help graduates acquire the necessary communication and professional skills, as well as knowledge of management styles, cultural diversity, and the ability to recognize and grasp core business concepts and principles (HEC, 2020).

2.2. Employability

Tong and Gao (2022) have stated that employability is an important indicator of the competency of employees. According to Kempster (2022), employability is “a set of achievements – skills, understandings and personal attributes – that make graduates more likely to acquire employment and be successful in their preferred occupations, which benefits them, their employees, their community and economy.” Employability is the ability to find the first job, keep the job and be able to get a new job when needed (Hillage & Pollard, 1998). Employability is an evolving idea. It keeps changing and developing to meet the needs of societal and economic advancements. The meanings and specifications of employability

vary across social levels (Pool & Sewell, 2007; McQuaid & Lindsay, 2005).

Russia and Shaw (2022) stated that graduates must possess several vital qualities, including knowledge, skills and abilities. Graduates from universities and HEIs are prepared for future challenges and industry employer expectations through the education they get. Furthermore, upon joining the workforce after completing their undergraduate studies, do graduates feel secure and prepared for the position? They recommended examining the employability of university graduates and further study to examine the necessary skills for employment and the expectations of employers. Fresh business graduates are badly affected by COVID-19. ILO (2022) also stated in a report that young people in Asia and the Pacific were disproportionately hit by the severe effects of the COVID-19 pandemic.

Employers are looking for candidates with the best talents, aptitudes and professionalism because business organizations are competitive environments (Mtawa & Wilson, 2021). Pakistan's labour market is extremely competitive too. Fresh BBA graduates' performance on many different performance indicators is evaluated and examined, therefore employers are seeking candidates who can accept responsibility for their roles and go above and beyond; what is required of them by the organization. Business firms need personnel with a high degree of knowledge, education, and professionalism in emerging markets and economies like Pakistan. Employer requirements for human resources are evolving in Pakistan as a result of recent changes in market patterns.

There is a corporate issue with the employability of fresh BBA graduates. More people than ever now work in varied environments and employers' attitudes have altered recently. More skills and global knowledge are required for employability.

Are the newest business graduates be able to meet the needs and requirements of the employer?

Effective and efficient use of human resources is essential for the growth of an established corporate culture. A highly motivated staff may lead to collaborative and productive working environment. The job of HR experts has changed to reflect the modern-day circumstances. We must deal with diversity, global competition, and compliance; therefore, HR has become a business and strategic partner. The modern employee is a knowledge worker. Employees face tremendous expectations and demands a workplace environment that values morals and countless performance. Consequently, Innovation depends on knowledge (Mardani, Nikoosokhan, Moradi, & Doustar, 2018).

We conducted this investigation to look at the professional impediments and employability skills of young business graduates of Pakistan. We aim to determine the employability potentials that novel business graduates in Pakistan will require. Second, how can these employability aptitudes be strengthened and what advice is required for recent business graduates? We used the constructivist research paradigm and philosophy to examine the research phenomenon. To conduct our research, we adopted a phenomenological research methodology.

3. Research Methodology:

We conducted this study to access career challenges faced by Pakistani fresh business graduates and much needed employability skills. We aim to determine the employability skills that young business graduates in Pakistan would require. Second, how can these employability skills be developed and what suggestions are needed for fresh business graduates?

We used the constructivist research paradigm and philosophy to explore the research phenomena. According to this notion, each observer's perception of reality is different and subjective. Constructivism is a philosophy that focuses on qualitative research (Lincoln & Guba, 2000; Schwandt, 2007). The research study is inductive and qualitative. Through engagement in a particular setting, researchers rely on the views of participants and used to conduct research on a variety of scientific topics, as well as to conduct educational activities, the constructivist philosophical model is a powerful tool that can bring multiple benefits.

We conducted our study using a phenomenological research strategy. The study of conscious experience is known as phenomenology (Kagimu, 2019). Phenomenological studies examine people's experiences and focus on how they experience phenomena. After conducting a focus group study with ten experts, we came up with a list of 52 employability skills. Using a stratified random probability sampling technique, we chose a sample of 100 companies from those listed with the Security and Exchange Commission of Pakistan (SECP).

We emailed the list to 100 heads of departments. Organizations served as the unit of analysis, and heads of human resources were the unit of observation. They were asked to choose only six of the listed skills, in the order of importance, as the prerequisites for a fresh business graduate to appear in an interview. Ninety heads of departments responded to our survey to find out how business graduates may build these employability skills and to get professional advice for fresh business graduates, we conducted a focus group with the same experts once again. We have taken notes during every interview and given them the freedom to

explore deeper into the phenomenon. The study is longitudinal and data from the study is collected at multiple points in time.

Thematic analysis is used to examine qualitative data to identify different themes. Thematic analysis involves finding patterns, themes, and ideas in data; analyzing and reporting those findings. Thematic analysis is an effective and adaptable technique for qualitative research. (Brown & Clark, 2006). During data analysis, we wanted to know how participants viewed the phenomenon. Information was recorded and written down. To increase data validity, participants are again asked to check their

transcripts. Therefore, the data were carefully processed and verified for reliability

4. Analysis and Results

4.1. Demographics of the participants

Our goal is to identify the employability skills that Pakistani young business graduates would need. Second, what advice is needed for recent business graduates and how may these employability skills be developed? With the help of ten experts, we conducted a focus group study and identified 52 employability skills. Ten experts' demographic details are presented in Table 1.

Table 1: Demographic Profile of Participants

Participants	Current Position	Total Experience	Qualifications
P1	Head of Procurement	25 Years	MBA-Marketing
P2	Head of Marketing	15 Years	MBA-Marketing
P3	Head of Purchases	20 Years	MBA-Management
P4	Head of HRM	07 Years	MS Business Administration
P5	Unit Manager Logistics	15 Years	MBA
P6	General Manager HRM	25 Years	MPA
P7	General Manager Sales	15 Years	B.Sc. Chemical Engineering
P8	Unit Manager Purchases	04 Years	BBA Supply Chain
P9	Head of Finance	20 Years	CA
P10	DGM Sales	20 Years	Masters and MBA

Note: This table presents the demographic profile of participants i.e., designation, qualification and experience. Legend: MBA: Master of Business Administration, HRM: Human Resource Management, MPA: Master of Public Administration, B.Sc. Bachelor of Science, and CA: Chartered Accountant, BBA: Bachelor of Business Administration, MS: Master of Science

Table 2: List of Employability Skills

S.No.	Employability Skills	Assessment
1	Ability to deal with Pressure	
2	Ability to Work Cross-Culturally	
3	Adaptability	
4	Attitude	
5	Business Ethics	

6	Business Fundamental	
7	Commitment	
8	Commonsense	
9	Communication Skills (Written, Verbal & Listening)	
10	Confidence	
11	Coping with Complexity	
12	Corporate Dressing and Personal Grooming	
13	Creativity	
14	Critical Thinking	
15	Decision-Making and Problem-Solving Skills	
16	Dependability and Reliability	
17	Effectiveness	
18	Emotional Intelligence	
19	Enthusiasm	
20	Extracurricular activities	
21	Flexibility	
22	Global Awareness	
23	Honesty	
24	I.T Skills	
25	Independence	
26	Influencing	
27	Initiative	
28	Integrity	
29	Interpersonal Skills	
30	Leadership Skills	
31	Learning Skills	
32	Loyalty	
33	Motivation	
34	Negotiation Skills	
35	Numeracy Skills	
36	Organizational Skills	
37	Planning	
38	Positive self-esteem	
39	Presentation Skills	
40	Professionalism	
41	Reference	
42	Reliability	
43	Risk—Managing Risk, Handling Stress	
44	Self-Management	
45	Self-Motivation	
46	Sense of Humor	

47	Social Background	
48	Subject-specific theoretical knowledge	
49	Teamwork	
50	Time Management	
51	Vision for the Career	
52	Willingness to Learn	

Note: This table presents the possible employability skills

One hundred department heads were sent this list of fifty-two employability skills, and we asked them to choose only six of the skills, ranking them in order of importance as prerequisites for current BBA graduates to have before attending a job interview.

They recognized skills such as subject-specific theoretical knowledge, communication skills, confidence, corporate dressing and personal grooming, attitude and willingness to learn. Table 3 shows these six important employability skills.

Table 3: Employability Skills

S.No.	Employability skills	Criteria	Percentage
1.	Subject-specific theoretical knowledge	22	22.22%
2.	Communication skills	15	16.66%
3.	Confidence	14	15.55%
4.	Attitude	13	14.44%
5.	Corporate dressing and personal grooming	12	13.33%
6.	Willingness to learn	10	11.11%
7.	Others	04	

Note: This table presents the six employability skills in order of importance

We held a second focus group with the same experts to get expert recommendations for recent business graduates as well as to learn how business graduates might build these employability skills and abilities.

4.2. Subject-specific Theoretical Knowledge

The subject-specific theoretical knowledge that a fresh BBA graduate should have before attending an interview has been rated as the most crucial employability skill by 22 (22.22%) out of 90 participants. The significance of theoretical knowledge for fresh BBA graduates has greatly been emphasized by experts. The foundation for executions and implementations in the real world

is a theoretical understanding of the subject. Not knowing theory, anything done practically will not be fruitful. Theoretical understanding motivates every context and operating method. The theory helps graduates to choose a course of study for their advanced education. In other words, theory educates graduates based on other people's experiences.

The design and successful implementation of a comprehensive syllabus are crucial steps in enhancing BBA students' subject-specific theoretical understanding. Effective on-campus classroom activities and initiatives can help students develop a solid theoretical understanding of a particular subject. A range of

instructional techniques, including lectures using modern tools, group discussions, class presentations, and discussions, were advised by the experts. Participating in a variety of on- and off-campus activities and programs throughout and after university is another efficient mechanism to gain strong subject-specific theoretical knowledge.

According to the panel experts, the company culture now places a greater emphasis on fresh and contemporary teaching and developing approaches. The employability skills of BBA students must be developed by Pakistani universities and HEIs using cutting-edge, effective, and efficient teaching and learning strategies as well as pedagogical approaches.

The majority of lecture-centric teaching strategies involve the teacher giving a lecture while the students sit quietly and take notes. Memorization and one-way communication are involved here. Students memorize textbook theory in preparation for exams (Uddin, 2021). The established and conventional methods of instruction are lecture- and teacher-centered.

4.3. Communication skills

Out of 90 participants, 15 (16.66%) ranked communication skills as the second most essential employability skill that a recent BBA graduate should possess. Communication skills are extremely important in business arena; professional entities and eminent stakeholders demand their employees to have efficient communication competencies along with other technical expertise (Sumaira, 2022). Experts urged that the most dynamic skill is effective communication. Communication abilities may also be advantageous for BBA graduates' career advancement which in return determines the ability to enhance their effectiveness and could absorb and disseminate knowledge (Sumaira, 2022). One of the pillars of first job is a graduate's

competence for effective and efficient communication. In the corporate world, people are arbitrated based on how? they speak and interrelate with others.

Graduates with excellent communication skills are highly sought after by employers in the business world. The ability to communicate effectively is crucial in all aspects of the job, from the hiring process to everyday interactions with colleagues. Communication involves more than just speaking or writing; it also includes listening. This is how we pick up on and decode spoken and non-verbal cues from others.

Speaking English is seen as an insignia of intelligence and competence in Pakistani culture. People like to learn and speak English. In business organizations, professional candidates, who do not speak English are not seen as acceptable candidates. Only English-language books are commonly available for business graduates. Business people and educational institutions both use English as medium of instruction and as a mean of correspondence. According to professionals, BBA graduates must possess both verbal and written English proficiency. Corporate culture in Pakistan is influenced by English language. Therefore, Pakistan has an English-loving corporate culture.

The experts' advice to the job candidates is to develop a positive personal brand, recognize the effects of their present communication strategy. All through the interview, they must concentrate on their individual branding. Other people will be affected by the application of communication intellect. To understand the effects of diversity and culture, candidates should assess their communicative intelligence styles and investigate nonverbal signs used by world's leaders to interact with individuals. In return, the job applicants should perform with confidence and make undeniable impression. The fresh BBA alumni should understand the needs of the

interviewer. They must convince them that even in a crisis, he or she is the greatest choice for the organization. Establishing emotional connections with interviewers and adapting responsive rapport will consequently, create necessary skills and approaches in order to effectively communicate the respective theories and ideologies.

Similarly, communication needs more than transferring information, it constitutes feelings and motivation too. Communication tends to develop strong collaborations with the stakeholders inside and outside the organization. Therefore, it is key tool for getting the desired results and transforming company image, branding and trust (Sumaira, 2022). Communication is pivotal in business world, if the communication fails it can harm companies' image. Further, changing environment and diverse complexity of 21st century challenges make communication even more crucial than before. Demands of the modern world employability and internal external collaborations require good communication. Employability demands effective communication, without which organizations will fail to capitalize on the creative potential of diverse market demands. Thus, world is a global village and communication is the only tool to connect it inside out (Mirjana et al., 2018).

Importance of strong language and communication skills cannot be understated; especially in today's working world. Infact, that transforms professional attitude and improve chances of getting good job. So, in 21st century communication has become essential element of ensuring empowerment and employment both. Every employer wants their newly hired employees to have employability skills that are essential for workplace success. In this case, employer heavily rely on educational sector to provide university graduates, who have been

adequately trained in these skills before entering the business world. Thus, adequate communication skills are essential for many prospect employees who want to satisfy employer's expectations (Rehman, 2019).

4.4. Confidence

According to 14 of the 90 participants (15.55%), who ranked confidence as the third most essential employability skill, a fresh BBA graduate should possess. According to experts, graduates who appear with confident in a job interview are more likely to get hired. The panel's speakers made the fact that building self-confidence is essential for both personal and professional development. Job seekers need to get along with the interviewer. Candidates should maintain their composure and concentrate on the interview questions. To increase confidence, candidates should be psychologically at ease. The experts on the panel offer advice on extremely proactive techniques for boosting confidence. One of the main strategies for increasing confidence is self-belief. To establish a rapport with the interviewer, accomplishments are stated. Being confident means not speaking aloud. One of the best skills is self-belief. Confidence is enhanced by engaging with others and motivating them.

Experts claim that having a stronghold of subject-specific theoretical knowledge, increases confidence. The ability to move forward with confidence and be self-driven in the workplace are provided by theoretic familiarity. Experts heavily emphasized the need for theoretical knowledge for fresh BBA graduates to boost their confidence. Academic acquaintance of the subject is a necessity for confidence in the corporate environment and global world.

Effective communication abilities make up the second important component of a skill set that increases confidence. It is impossible to meet the

requirements for a job interview without competent and adequate communication skills. Employers value candidates who can more effectively convey their views and ideas to the interviewer. Experts point out that moderate university BBA graduates lack communication skills, which affects their degree of confidence. Graduates who can communicate in English are also preferred by organizations. In cultures like Pakistan, the ability to speak English is criterion for intellect and qualification. English is highly regarded by people and employers.

4.5. Attitude

Thirteen of the ninety participants, or 14.44%, placed attitude as the fourth most important employability skill for young BBA graduates. Opinions, feelings, and beliefs towards the job and working environment serve to define an attitude. Panel experts shared that our behaviour at work is defined by "attitude." The best attribute in an employee or job candidate is his pleasant demeanor. Employability depends on a constructive attitude. Happy, motivated, and optimistic candidates are highly in demand because they improve the workplace environment and increase its productivity. They have a positive impact on the other employees too. During the interview, job candidates must present the appropriate attitude.

4.6. Corporate Dressing and Personal Grooming

Corporate dressing and personal grooming were ranked fifth on the list of essential employability skills for fresh BBA graduates by 12 of the 90 participants (13.33%). The panelist's discussed their observations that employers are far more likely to find candidates who are well-groomed and dressed up professionally. Grooming and attire show zeal, determination, and professionalism. Corporate dressing and personal grooming are a tool for a productive working life.

Graduates with professional grooming are appreciated by employers.

4.7. Willingness to Learn

Ten of the 90 participants (11.11%) placed willingness to learn new things as the sixth most important employability skills that a new BBA graduates should have. According to experts, a person's openness to new ideas, abilities, and skills is reflected in their eagerness to learn. Gaining employability skills and talents is a constant challenge for new employees. Panel experts shared that learning new knowledge, skills and abilities is a positive workplace practice. Professionalism is largely characterized by a willingness to learn, because of this quality, fresh graduates can succeed in their professions. Planners for corporations favour these abilities. The process of learning never ends. For us to succeed in both our personal and professional life, we need to learn fresh and current knowledge, skills, and abilities. Fresh BBA graduates need to demonstrate themselves that they are eager and keen to learn more. Learning boosts innovative skills, boosts self-assurance, and creates personality adaptability.

5. Discussion and Conclusion:

We conducted this research study on the crucial job challenges facing recent BBA graduates in Pakistan and their employability skills. We developed two research questions to explore the phenomena. The first question we inquired from the participants was what employability skills are required in Pakistan for fresh BBA graduates? The second concern was how graduates should acquire these employability skills?

We developed a list of fifty-two employability skills through the experts of the focus group and sent this list to one hundred business managers. We asked the participants to please list just six skills that a new BBA should possess before attending an interview; in the order of importance. They recognized skills such as

subject-specific theoretical knowledge (22 participants out of 90, 22.22%), communication skills (15 participants out of 90, 16.66%), confidence (14 participants out of 90, 15.55%), corporate dressing and personal grooming (13 participants out of 90, 14.44%), attitude (12 participants out of 90, 13.33% and willingness to learn (10 participants out of 90, 11.11%). We concluded that one of the most crucial employability skills for fresh BBA graduates is subject-specific theoretical knowledge. The improvement of BBA students' subject-specific theoretical knowledge depends on the effective implementation of a comprehensive syllabus. Educational institutions can use leading-edge approaches to draw more students and aid in their acquisition of solid subject-specific theoretical knowledge.

The second set of employability skills that BBA graduates need to succeed in job interviews is communication. Today, employers evaluate career applicants primarily on their workplace communication skills. Employers in every sector prefer graduates with strong communicative capacities. In today's global workplace, corporate graduates must be able to communicate in English. English has an impact on Pakistani business culture. The job candidates should present themselves with assurance and leave an impression. Fresh BBA graduates should be aware of the interviewer's prerequisites, thus creating a warm rapport and an emotional links with your interviewees and developing techniques and capabilities required for effectively collaborating with the theoretical pedagogies. Another employability skill for fresh BBA graduates is confidence. Self-belief is one of the key methods for boosting confidence. Having practical skills and subject-specific theoretical knowledge builds confidence. Confidence in the corporate setting and the world today, in general, requires theoretical acquaintance of the subject.

We concluded that "attitude" determines conduct at work. The best trait in a worker or job applicant is good attitude. Positivity is essential for employability. Job candidates that are self-driven, enthusiastic, and positive are in high demand since they improve the working troposphere and boost productivity thus, they have a favourable effect on the other workers. Job applicants must exhibit the right attitude throughout the interview. Corporate dressing and personal grooming were listed as the seventh most important employability skills for recent BBA grads. Personal grooming and professional attire are tools for a successful working life. Employers place a premium on graduates, who exhibit themselves professionally. The sixth most crucial employability trait for a fresh BBA graduate is a willingness to learn new things and foster adaptability to enhance personality, self-assurance, and creative skills.

6. Implications:

Employers have higher ethics for business graduates today. The industrial structure of Pakistan is significantly impacted by the current state of global compliance. The findings have a wide range of implications, ways and means for business graduates to create competitive strategies to strive in Pakistan's corporate sector.

This research was conducted to investigate the employability skills and career challenges of recent business graduates in Pakistan. Our goal was to identify the employability skills that Pakistani young business graduates need. Second, what advice is needed for recent business graduates and how may these employability skills be developed? The research study's findings could be useful to graduates in both academia and business. On the contrary, Pakistan's job market does not hold promising career for job seekers, particularly younger business graduates.

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