

PARTNERING EMPLOYERS & UNIVERSITIES TO ENHANCE GRADUATE EMPLOYABILITY

WE often hear employers talk about the shortage of bright, employable graduates.

Organisations clamour over the cream of the crop. The brightest graduates receive numerous job offers and are a highly sought-after resource, while other university leavers struggle to secure jobs.

It's not just about academic performance. A survey in September 2013 found that employers are increasingly looking beyond academic results when hiring fresh graduates.

Key criteria that employers look for include good interpersonal and communication skills, a good command of English and the right salary expectation.

Sixty-four per cent of employers who participated in the survey indicated they don't have a strong preference when it comes to hiring a graduate from a public university, private university or foreign university.

Leading organisations, including the Big Four, even source for graduates beyond Malaysian shores and run programmes to facilitate early identification of strong graduates.

They run initiatives such as insight days, competitions and boot camps to engage and identify students early on in their student life.

Graduate recruiters know the characteristics they are after, such as client facing skills, high levels of numeracy and drive. When they spot individuals with these traits, either at an event or during internships, they put them on "watch lists" or extend conditional offers before they complete their degree.

The aim is to stay in touch with these undergraduates, so that they will have the organisation at the top of their minds as a preferred employer.

According to the survey, 85% of employers in Malaysia are looking to hire fresh graduates.

The other 14% are of the view that fresh graduates lack the necessary experience, maturity and communication skills required for the job.

Results indicate that fresh graduates

are not offered jobs mainly because of their bad attitudes or poor communication skills during interviews or at work, rather than their academic qualifications.

Fresh graduates are unsuccessful in securing job offers due to these key reasons:

- 1 Asking for unrealistic salary/benefits (67%)
- 2 Poor character, attitude or personality (60%)
- 3 Poor communication skills (55%)
- 4 Poor command of English language (55%)
- 5 Lack of required skills (42%)

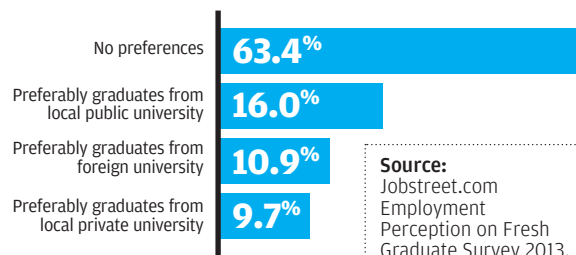
There is a mismatch between the traits and skills of graduates and the needs of employers today.

Both educational institutions and companies recognise this misalignment, and TalentCorp is actively partnering with employers and universities to help bridge this gap.

In collaboration with companies in key sectors, TalentCorp runs various graduate employability programmes in order to raise career awareness and enhance school-to-work transition.

The aim is to help employers build a strong pipeline of Malaysian graduates that can address the shortage of young talents in key sectors.

What are your preferences when it comes to selecting a graduate for your hire?

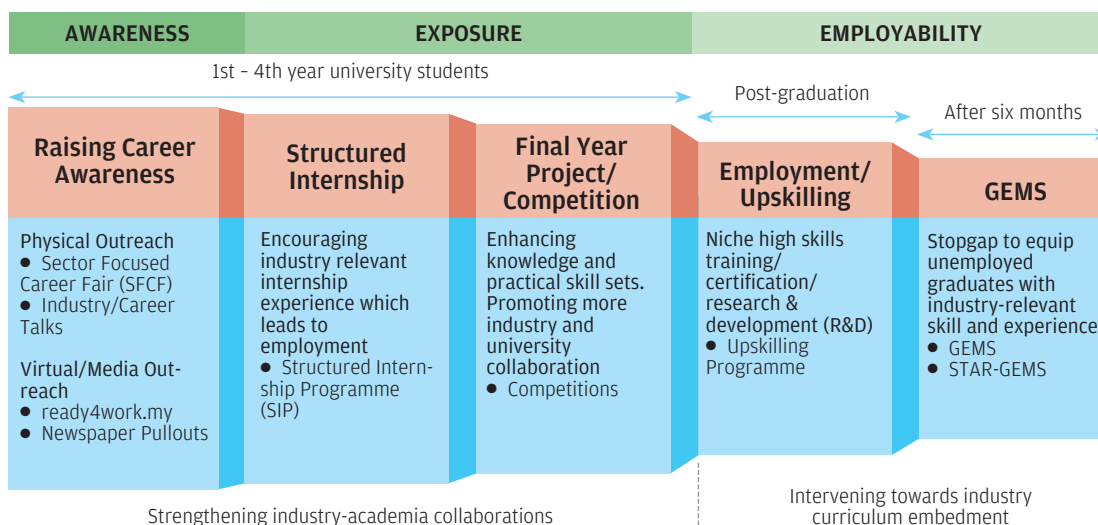


TALENTCORP GRADUATE PROGRAMMES AT A GLANCE

TalentCorp's initiatives in the area of graduate employability aim to achieve three main objectives: increase awareness, provide exposure, and increase the employability of graduates.

These programmes work hand-in-hand with employers and universities, ultimately with the aim of equipping students to prepare them for work.

GRADUATE EMPLOYABILITY INITIATIVES



1. SECTOR FOCUSED CAREER FAIR (SFCF)

Sector Focused Career Fair (SFCF) aims to raise awareness of exciting career opportunities in key sectors of the Economic Transformation Programme.

These key sectors are:

- Oil and gas
- Electronics and electrical
- Information technology
- Telecommunication
- Biotechnology
- Finance and accounting
- Healthcare
- Tourism
- Fast moving consumer goods
- Education

For participating employers, the benefits include:

- A platform to source for potential interns and graduate talent
- Access to a qualified talent pool in specific sectors
- Cost and time savings – companies can connect with a large pool of potential employees without having to advertise
- Enhancement of employer branding



SFCF Universiti Teknologi MARA.

SECTOR FOCUSED CAREER FAIR Big Bang!

Date: 8 - 9 Feb 2014 (starting today!)
Venue: TM Convention Centre, Kuala Lumpur

Sectors: Engineering, banking, accounting, finance, consulting, shared services and FMCG

Event highlights: Job fairs, interviews, internship market day, speed interviews, career talks, coffee talks, networking sessions and many more.

More than 30 employers including Accenture Solutions Sdn Bhd, DELL Global Business Centre Sdn Bhd, Maxis Berhad, Petroliaam Nasional Berhad (PETRONAS) and Sime Darby Holdings Berhad.

There will be nine other SFCFs in collaboration with universities this year.

For more information, email coe@talentcorp.com.my or visit www.facebook.com/SectorFocusedCareerFairSFCF.

2. INDUSTRY TALKS (C-TALKS)

C-Talks caters to young professionals and undergraduates, providing the opportunity to be up close and personal with inspiring personalities.

In these sessions, graduates get to meet with CEOs, senior HR representatives, successful businessmen and prominent corporate leaders.

What's in store for 2014?

- More exciting and informative talks
- In-campus talks – alternate Wednesdays
- Off-campus talks – final Friday of every month

To get involved in C-talks, email coe@talentcorp.com.my or check SFCF's Facebook page for updates.

3. UPSKILLING PROGRAMME

The Upskilling Programme was introduced to increase the availability of local talent and to provide the opportunity for employment of high skilled jobs among local fresh graduates.

Graduates undergoing the Upskilling Programme are selected based on their strong academic performance and are put through technical training for a period of nine to 12 months, covering niche areas in the key sectors of Electronics & Engineering (E&E), Oil and Gas, Telco, IT and Accounting.

Industry representatives play an active role in ensuring that all training modules are developed based on the requirements of the industry.

Graduates participating in the programme have the opportunity to be placed with an employer within the sector to gain relevant exposure.

This programme accelerates the development of graduates for high value added jobs and makes them industry ready.

Benefits to companies include:

- Access to world class workforce in Malaysia
- Enable demand-driven skill deployment
- Training cost partially funded by the Government