

A Big Daddy or New Kids on the Block - What Will a Fresh Graduate Choose???

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Post independence Indian economy shifted focus from dependent economy to self sustainable economy. In India third Five year plan onwards, a lot of emphasis was given on entrepreneurship or setting up businesses. The small-scale sector has particularly emerged as a vibrant and dynamic segment of the economy in recent past. It is a matter of great importance and pride that India has distinct leading position of its own amongst the developing economies particularly in the sphere of small scale sector. India has a vast reservoir of scientific and technical manpower, occupying third position in the world as far as technical manpower is concerned. Small scale industrial sector received specific focus on growth and development in the industrial policy measures, after the new industrial policy was announced on August 6, 1991. These policy measures of SSI sector have given considerable focus and attention towards modernisation, technology upgradation, quality and human resources development.

Despite the fact that many facilities were offered by government and private venture capitalists in India, there are many challenges faced by small and micro industries. The problems are related to manpower shortage, finances and technical know- how. Despite being the second largest populated country, having a huge talent pool, small scale industries still face challenges in finding competent people equipped with required skills available for them. This is probably because the skilled man power in India does not carry enough confidence in small scale industries. This article attempts to generate confidence in the minds of young minds to understand the advantages and disadvantages of joining big brands or small business.

Introduction

Recently a headline in economic times took my attention. It states that recruiters are heading for campus placements for

2015 batch but there are some unusual jitters. Placement cells of almost all premier B-schools point out that this year is much better than past few years. This year companies are waking up with better packages, more job offers and offering PPOs to bright candidates. The companies are entering with high higher flexibility but students are displaying a higher risk appetite to recruiters.

Recent trends shows students are highly interested in e-commerce industry and Start-ups. Banking and consulting is always been a traditional choice and still most popular among HR and finance students. Latest popularity of Flipkart, Amazon, Jabong etc. is also a major reason for students showing interest in e-commerce industry. But most surprising response from fresh graduates is that they are open to join start-ups or become entrepreneurs.

Start-ups are the companies which are recently established. These companies are yet to make profit, establish brand or create goodwill. But still bright students of almost all good institution are ready to experiment. A recent study revealed that students now days are keen to join small companies as beginners. One of the student said "Having worked for huge corporations all my working life, I found myself in March taking the scary step of quitting my corporate middle-management job and, along with a substantial pay cut, becoming the fifth employee at a small start-up called Scratch."

Generally students perceive corporate life as very glamorous and glittery. As rightly said "Not everything that shines is gold". In reality, there is a dark side of this glamour. Fresh graduates are people with fresh ideas, creativity, enthusiasm and go-getter attitude. Perhaps they are bank of most innovative ideas but most of the big companies do not meet their expectation as a result on an average a new entrant switches or leaves first job within 3-5 months. One of the most important reasons is that

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big companies do not have time to explore creative bent of mind of all employees. Hence, employees start looking for options.

Whereas small companies have enough time and opportunity, to explore new ideas of its employees, as a result, they satisfy the urge of being recognised. As human beings, we all have desire to be identified and lost in the crowd of big companies, start ups satisfies these urge and desires. Thus, employee retention is higher.

So, what are the good and bad points of working for both types of companies and which is the best option for you? Or which one fresh graduate must choose? Or which is better for fresh MBA students? Allow me to share both perspectives:

The Advantages of Working For A Large Corporate Business

- Working in a large company provides access to a host of resources. From specialist training courses to additional qualifications.
- Large businesses become large by doing what they do well. Tapping up more experienced colleagues and best practice means you can learn plenty from them. They also have experts in each area of business in which they operate and, chances are, they will help and support you.
- Having a well known company on your CV can open a lot of doors, especially if moving within the same industry. They'll always make the job you do sound far more complicated than it actually is. Use this to your advantage when job seeking and you'll be surprised by how good your CV looks.
- While a large corporate will have its core business, with its size comes a huge breadth of support roles and departments. If you don't know what area of business really interests you, you might want to see what life in human resources, finance, operations or sales looks like before choosing your career path. A large corporate has all these departments, just go ahead and take your pick.
- While there's no such thing as a safe job in today's environment, working for a large company is usually a less volatile environment than a start-up. For those who are risk-averse, a large company will allow you to sleep better at night, offering greater security.
- Corporate tends to have a more steady work pace than a start up. Being more established and slower, drama occurs

less often and, even when it does, it's still less heart stopping being a small cog in a large machine.

The Disadvantages of Working For A Large Corporate Business

- Making changes in a large business is often like trying to turn a container ship around. It can be slow, cumbersome and incredibly frustrating at times. In these instances, entrepreneurial spirit and creativity is crushed under the weight of bureaucracy, leading to an (often deserved) reputation of dullness.
- Chances are, you'd have a rather defined job specification. With this, you don't learn every aspect of the business, and tend to only learn your small part in the full business in which you operate.
- With so many different characters, departments, cliques and factions in a large business, there are daily lessons in diplomacy and politics. Whether this is an advantage or disadvantage depends on your skill level of playing this game, but most people would rather be judged on how well they do their job, not if their face fits.
- It can be frustrating when management makes decisions that are inadequate or wrong in the eyes of the people on the 'coal face'. Maybe they do this because they don't know any better (there are plenty of directors of businesses that have not experienced all roles/departments in the company) or they have accountants or shareholders to please before what can be perceived as doing the right thing for the company. Either way, it can incredibly be quite de-motivating for those involved.

The Advantages of Working At A Start-Up

- It identifies you, your efforts and enthusiasm enough about the personal fulfilment from doing something for yourself in a start-up business. Knowing that the business can succeed through your ownership and actions is incredibly motivating and exciting compared to the corporate shackles.
- In a start-up, you are the master of your own destiny. Yes, it will be incredibly hard work, long hours and poor pay for some time, but there's no better opportunity to fast track your earning potential and go into any aspect of work that excites you compared to climbing the greasy corporate pole.

- If thinking on your feet, sharpening your entrepreneurial skills and flying into uncharted territory sounds exciting to you, then you should work at a start-up. If that sounds totally terrifying, perhaps not.
- As start-ups are often small teams with undefined job roles and rather cash-strapped, you'll need to get involved in all aspects of the business. This allows for great teamwork to thrive, and your knowledge of a full working business - from finance and marketing to HR and sales - will be greatly improved.
- If you really wish to enjoy life after studies by discovering new avenues and opportunities, then start-ups are surely the right answer.

The Disadvantages of Working At A Start-Up

- It can be scary at times. Nothing can be taken for granted as to the future of start-up businesses, so a thick and thins can be expected anytime; a tough person can only handle uncertainty.
- You can't rely on other departments to pick up work you can't cope with or have little knowledge of, as there aren't other departments and little in the way of formal support. A good level of understanding of business and diligence is essential.
- With low pick up pay and 12-hour days very much the norm, chances are the office cleaner earns more per hour than we do. Working for a start-up requires a long-term view on earning potential, and often your own personal circumstances dictate whether this is possible or not.

So, which is better and what option is right for you? This boils down to two things: your attitude to risk and your experience. Working for large business clearly involves less risk and if you

are inexperienced then having the diversity and resources in a large business can be used to your advantage. However, if you've always had an entrepreneurial streak and the idea of climbing the corporate ladder to get a nicer office bores you to tears, perhaps a start-up is better suited.

Picking up a right job at right time is an important choice one has to make. Thus, whether you join Big daddy companies or new kids on the block, you need to have an orientation to serve. An individual with a strong sense of business, entrepreneurial streak and high level of commitment can survive in both. At times, we do mistakes in taking right call for our future, if that be so then let the right opportunity knock and you open the door of growth. Joining a big daddy company at times makes us directionless whereas start-ups may look like home away home. But both requires a lot effort from a new comer to adjust and adapt.

Scope for future research

In the end, shifting from college to job is a cultural shock, which can double with a bad decision but can be halved with good decision. Quite a good amount of research has been done on enhancing the employability skills of the students to bridge the gap between the academic orientation and industry expectation, however very less amount of work is directed in the direction of career guidance to students keeping in view the specific skill sets they possess. This article is an attempt to contribute in the field of career guidance, which needs to be further researched, analysed and tested to contribute in the areas of education, entrepreneurship and career building.

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Wish all job seekers, happy job hunting. All the best!!!