



## Is Business Education in Pakistan Going the Right Way? Perceptions of Teachers, Students and Employers

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### Abstract

Education is a process of changing human attitude towards positive side for making good and responsible citizens. It also helps to improve standard of living and judicious utilization of resources for higher economic returns. A project funded by Higher Education Commission of Pakistan (HEC) was undertaken to get perceptions of stakeholders about current business education in the country to find out possible interventions for its improvement. Data were collected from a sample of 320 students, 80 teachers and 70 employers. Mean Attribute Scores were calculated to find out the ranking of important attributes of business education. Findings show an interesting trend in business students towards starting their own businesses or strengthening existing family businesses. Students perceived quality of business courses, teaching methodology and internship programme as important attributes whereas teachers thought class participation, assignments and quality of business courses as important attributes of business education. Adaptability, communication and subject knowledge were considered important employability skills by employers. Fostering academia industry collaborations, adopting practical and applied methods, refining business courses are suggested as major pathways to improve business education in Pakistan.

**Key words:** Business education, Employability skills, Attributes, Adaptability, Communication