

Factors Influencing Career Choice of Management Undergraduates of Western Province, Sri Lanka

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The study sought to investigate factors that influence the choice of career among management undergraduates in Western Province of Sri Lanka. The investigation serves as a mind map for the undergraduates to understand their own factors influence on their career choice while it encourage government to understand the improving areas to conduct career guidance and counselling programs. Employers are beneficial through understanding behavior and objectives of candidates so that they can attract most appropriate individuals. A survey design which is quantitative in nature was used in this empirical study. A standard questionnaire was used in collecting data from the participants. One hundred and eighty one undergraduates participated in the study. The Microsoft Excel – 2010 used to calculate the percentages that were used to analyze the data. The study revealed that extrinsic factors, intrinsic factors and interpersonal factors influence on undergraduates' choice of careers. This study recommend to conduct career guidance and counselling session on undergraduates in order guide them for a best career choice.

Keywords: *Career, Career Choice, Interpersonal Factors, Intrinsic Factors, Extrinsic Factors, Undergraduates*

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