CHAPTER IV – FINDINGS AND CONCLUSIONS

Findings:

Based on the analysis of data, it is found that the students having better communication skills and soft skills have an upper hand. They have better placement opportunities, a better and stable career growth. They easily fulfil the job requirements and are better leaders. In general, they are very successful compared to their counterparts who are weak in communication skills and soft skills.

This emphasizes the fact that Communication skills and soft skills are very important for the business school students. Good written and oral communication is a key parameter to a successful career. Language proficiency is an important aspect of effective communication. Leadership skills, Motivation skills, Team Management, Adaptability, Work Ethics and Self-Management are the other soft skills, which must be inculcated in the students for success. The existing curriculum does not emphasize much on soft skills and students do not attribute much importance to communication and soft skills compared to the hard skills.

Conclusion:

Based on the primary research and secondary literature review it can be fairly concluded that, communication skills and soft skills undoubtedly play an important role in the development of management personnel’s at the B-school level. There is a prime need today for the management institutes and the universities to understand this need and review the existing curriculum to bring out the best in the students so that they can compete globally at the corporate level.

Multinational Companies and the Corporate(s) are the major players of the campus placements and the management institutes should design the courses to cater to their needs. We can see that these companies absorb the maximum number of the students and it is important to design a framework that gear up the students for the corporate battlefield. There is a famous quote “Change is constant” similarly the change in the curriculum also should be a constant feature. We have to adapt to the new demand as well as the constantly changing
corporate world so that we can compete to create a better individual, a better manager and a fantastic leader.

The current system lacks the industry touch, basically the faculty along with students, needs to be groomed considerably on the subject of communication skills and soft skills. The frequency of the visiting faculty from the industry should be increased to give the students as well as the resident faculty the clear picture of the ground reality. The education and industry have been far apart over the years, it is time now that the gap is bridged to make Indian B-schools globally competitive.