ABSTRACT

Soft Skills are an important aspect leading to the success of a person in all spheres of life. In this competitive world, to acquire excellence, one should have a combination of excellent soft skills and the necessary hard skills. These skills are imbibed behaviours which need to be inculcated through training and it requires concentrated and persistent application. At a time, when more and more students are opting for Management courses, are the educational institutions really preparing the students for the industry? Research has shown that the contribution of soft skill to one’s success is almost around 85% while the hard skills contribute to a mere 15%. The Corporates want people who are proficient in soft skills and communication skills. However excellent a person is, unless and until he is able to express his thoughts, his capability is not worth. Language proficiency helps to convey the thoughts by way of effective communication.

This study tries to emphasize the importance of communication and soft skills in B-School students. Only when the students imbibe these skills, will they be efficient managers, good leaders and successful entrepreneurs. The study focusses on the importance of communication skills and soft skills in the Management arena and shows the relationship between soft skills and job opportunities. It also shows that these skills help in achieving better grades in the B-Schools.

The study is significant from the point of view of highlighting the need of communication skills and soft skills at the B-School level. It also conveys to the management of the B-Schools that greater emphasis should be given to communication skills and soft skills. The current curriculum falls short of adequate emphasis on communication skills and soft skills. The study reveals the methods used and recommended for improvement in the development of the communication skills and soft skills. These skills are an important part of the business development and job satisfaction and are very important to develop these skills at B-School level.

In this study, the research tools are a combination of different techniques; primary data and secondary data have been used and analysed using statistical techniques. The primary data for the study is collected by structured questionnaire method. Multi-Stage sampling method is used in the study. Secondary data from literature review of books, journals, documentary
sources, B-School surveys and statistical reports are used. The classified data was subjected to the statistical method of analysis. It was analysed by using “IBM SPSS Version 20” tool. The statistical methods adopted were simple Arithmetic Mean, coefficient of contingency and for null hypothesis, chi-square test and one way Annova.

Based on the analysis, it is found that students who have better communication and soft skills have better placement opportunities, have a better and stable career growth. It is also found that these students have ease in meeting the job requirements and are better leaders and successful managers. The analysis emphasises the fact that communication skills and soft skills are very important for the B-School students and should be given more emphasis. Language proficiency and effective oral communication are key parameters for a successful career. Skills like self-management, adaptation and openness to new technological advances must be present in B-School students. The B-School curriculum does not emphasize adequately on communication skills and soft skills. The student also should realize the importance of communication and soft skills and attribute more emphasis to the same.