CHAPTER 1

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1.1 Statement of Problem: Role of Business Schools in Contemporary Corporate World

In India we have a large number of B-Schools ranging from A+ category (Premier B-Schools) to C category (moderate B-Schools). Irrespective of their category, they have one common objective i.e. to train their students and make them ready for the corporate world. They try with the best of their capabilities and infrastructure to nurture the required skills of their students. Academicians design and develop the course curriculum keeping in mind the present day requirements and challenges of the business world. For the corporate, easiest way to get talented professionals is to hire management graduates from the B-schools through campus recruitment. While corporate hire fresh management graduates they know that they need to train and mould them as per their specific requirements; however they anticipate that these graduates are professionally trained and possess basic fundamental skills which are required in business world. Business Communication is one of those basic fundamental skills. We all know the importance of business communication in this challenging, competitive and global corporate world, so it is imperative that due diligence is given while contemplating the curriculum / training methods for the subject.

Since business communication is a compulsory subject in the curricula of all the B-schools and students are trained in various aspects of business communication, it is important to understand the expectations and experiences (In reality) of the Corporate India on the business communication skills for campus recruited B-school graduates and to analyze if there is any gap in them.
1.2. Scope of the Study

The research work is based on the exploratory study of Business Communication skills of B-school graduates from the point of view of corporate requirement. In this study dynamics of business communication were understood with the help of extensive literature review and then identified the essential business communication skills with help of Expert panel (Senior Professionals from the corporate India). The scale was developed to measure the gap between the expectations and experiences of corporate India for the identified essential business communication skills were and then corporate viewpoint has been taken for the B-school campus recruits (India) on the identified essential attributes of business communication with the help of questionnaire. The collected information was analyzed to find out the gaps between the corporate expectations and B-school graduates skill set with respect to Business Communication. To understand why such identified gaps exist, business communication syllabus and teaching methodology of sample B-schools were explored. The research technique involves both quantitative and qualitative approaches. The aim of the study is to identify the gaps between the expectations and experiences of corporate India for the essential business communication skills of B-school graduates. This study will suggest the gaps to the B-schools and help them in designing an improved subject syllabus so that students can be equipped with the required skills and meet the corporate expectations.

1.3. Rationale of the Study

The prime responsibility of the B-school is to train their management students as per the corporate requirement. Corporate also recruits management graduates through campus selection. While recruiting corporate know about the fact that they will have train and mold these campus recruits as per their specific requirement but they anticipate that these management graduates must be trained in some basic managerial skills. Business communication is one of those basic managerial skills and perhaps that is the reason why, business communication is an integral and a compulsory subject in every B-school in India. The study aims to identify whether the business communication skills of b-school campus recruits are as per the expectations of corporate or if there is any gap between the corporate expectations and experience.
1.4. Justification

The study is based on the perception that there are gaps between corporate expectations and B-school graduates skill sets with reference to the Business Communication. In this study gaps shall be identified and suggest the possible ways to overcome them.

1.5. Significance of the Study

The study will give the required understanding on Business Communication as a subject and will emphasize on its importance in contemporary business environment. The outcome of the study will be beneficial for all the stakeholders like B-schools, subject faculty, students & corporate executives. This study will help B-schools and business communication subject faculty to design the subject curriculum which is as per the requirement of corporate India, help students in developing essential business communication skills and Corporate also will get benefitted by getting resources who are skilled in business communication .This study will also suggest the way forward to researchers to carry out further study in this field.