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# Study of the Key Parameter of Communication and Soft Skills with Respect to B School Students

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## ABSTRACT

Soft skills refer to personal or professional attributes – like communication, empathy, and resilience. The term originated in US military manuals in the mid-to-late 20th century to distinguish these interpersonal skills from the technical skills required to operate machinery or weapons. As technology advances, soft skills have become increasingly crucial. While technical skills can become outdated, soft skills are transferable and an asset for nearly any profession.

**KEYWORDS**:-*Command-Skill-Conversation-Relationship- competitive*

## INTRODUCTION

Soft Skills play a crucial role in attaining levels par excellence; they encourage one to outperform in the work environment and their necessity can't be precluded in this age from securing informative content and learning. Exceptional Soft Skills which are actually rare in the corporate world, will bail you to emerge in a milieu of routine work seekers with average abilities and skills. Soft skills are imbibed behaviors which need to be inculcated through training and it requires concentrated and persistent application. These skills will enable students with capability to structure and fabricate, advance and maintain groups. They assume a critical part in the improvement of the learners' general and emotional makeup, consequently improving their professional prospects. The delicate aptitude thus created gives strong foundation to the students and helps them in building and enhancing their abilities in proper language use, business correspondence, presentations, group building, efficient management of time, formal and informal meetings and their interpersonal abilities. It additionally provides them with a professional vision for resume creation and managing the interactions and interview process with experts and head hunters in various organizations. The relationship between people and organizations are becoming more and more complex. Having a brilliant IQ or having phenomenal number crunching ability and being able to score high marks in any subject does not automatically lead to success in life. Soft Skill is the capacity or capability in a person to be able to manage thought process and feelings of self and of others in any specified scenario enabling one to supplement the academic enlightenment and intelligence with ability for benevolent comprehension of issues involved. This is the capability which is known as soft skills. Soft Skills have two parts. One part includes advancing state of mind and properties. The other part includes calibration of one's communication abilities to convey state of mind, ideas, plans and thought process well. The ideal coordination of thoughts and state of mind, with fitting correspondence aptitudes in verbal, oral and non-verbal areas are required to achieve successful work. Disposition and aptitudes are absolutely essential for Soft Skills. All these features have an impact on each other and they also supplement the other. Organizations are always on the lookout for applicants who are eager and have an ability to carry themselves well in all situations. Students who wish to go overseas for higher studies or jobs find it essential to have Soft Skill Training. It provides a fulfilling touch to the temperament. It incorporates conveyance abilities, inter-personal abilities, bunch flow, collaboration, non-verbal communication, decorum's, pushing abilities, presentation aptitudes, certainty building and so forth. Soft Skills on top of language structure, elocution and vocabulary activities will help the certainty of understudies. The Hard Skills that we acquire over a period are scholarly aptitudes, experience and the represent a level of smoothness. On the other hand the delicate or Soft Skills are self- upgraded, intelligent, open and very human and these are conveyable abilities. Written works recommends that the soft aptitudes commit to almost over 85% of one's aptitudes victory whereas hard aptitude leads to only the remaining 15%. Generally head honchos in present modern times need to enlist, hold and advertise persons who are strong, resourceful, moral, self-steered having adequate communication skills. Rather than simply concentrating on gathering scholarly necessities and gaining their certificates, it would be advantageous for the students to focus on gaining mastery of Soft Skills. These skills help the students to increase their own potential for employment and be in a position to be able to face the obstacles of today's times. The students will be able to evolve with multiple and diverse abilities which they will be able to use in their career such as self- awareness, communication skills, analytical thinking, strategic-planning skills, teambuilding skills, leadership skills etc. Soft Skills undoubtedly improves one's potential and ability. It increases the capability of the students by making them confident and emotionally intelligent. When it comes to getting employed, they have an edge over others who are not proficient in the soft skills. It represents for situational awareness, presence, authenticity, clarity and empathy. Activities like self-reflection, team presentation and Team debates are essential for developing soft skills. When it comes to getting employed, they have an edge over others who are not proficient in the soft

skills. These skills equip them with flexibility and to meet the rising expectations from the organizations and to remain globally competent. The Corporates define Soft Skills as the qualities and competence which employees need to have to do various jobs. They are the personal characteristics which enhance and make a person whole. Nurturing the young students with the soft skills will enable them to handle various situations, adapt to circumstances and condition them to provide them with a head start to climb the corporate ladder. Thus these are essential qualities required for an individual's evolvement in his career. It has been observed in corporate circles that the candidates who did well in aggregation talks, mock meetings / presentations and who exhibited clear and basic thinking and garnered skills throughout the practice sessions were found to be excellent for recruitment. It has also been observed that over the last decade the need of Soft Skills, for example presentation, communication and soft skill upgrade programs for B-school scholars has been underscored by B-school sections in the developed nations. In this quickly updating globalized planet B-schools don't have a place with any specific country. The people might as well have the globalized multi abilities incorporating communication skills, discriminating thinking aptitudes, group abilities and interpersonal aptitudes. In the context of job, hard skills refer to the administrative or technical processes and procedures in any organization. Examples include sales administration and financial procedures, using tools, typing, proficiency with software applications, operating machinery, typing, mathematical ability, safety standards. These skills can typically be easily observed, quantified and measured. From a training perspective also, these skills are more easily trained as many times particularly for fresher candidates joining an organization as they do not have any prior knowledge or experience and therefore there is no need for any unlearning. On the other hand, soft skills are much more difficult to be observed, quantified and measured. Some individuals make companions effortlessly, for instance, which might be recognized as a significant Soft Skill in the realm of bargains. Others are greatly timely, or ready to settle on balanced choices under force. An individual may likewise work with collaborators from different societies, or study another dialect rapidly. These might all be frequently acknowledged as inborn abilities. As a matter of fact, soft skills can be referred to as a cluster of personality traits, social graces, qualities and habits These skills are possessed by everyone in varying degrees, and these are very much required in normal day to day activities in our life as well as from the job perspective also. Communication denotes the exchange of our ideas and thoughts with the purpose of transmitting or transferring information. Robert Gately states, "Effective Communications starts with listening. A teacher, who is able to communicate well with students, can inspire them to listen and participate in class. Students learn at their own pace and assess their proficiency by listening to audio and video materials develop their listening, speaking, reading and writing skills." To ensure competent and adequate teaching of English language communication and pronunciation, Language Laboratories are required to be set up. A language lab is a stage made available to students where they can learn, practice and perfect language skills. This can be achieved through various modes such as interactive lessons and communication teaching mode. Language Research centers provides for an innovative shift from the traditional teacher-centric approach and facilitates an enjoyable and self-reliant experience for the student. The Learners have the freedom to act and provide responses in different ways at their own pace. Thus the language laboratory assists the students to communicate effective using the technology which is made available to them. As per various reviews, nearly 85% of our wins in life can be said to be mainly due to communication and building relationship abilities. It is generally observed that when we are trying to make a connection with most people, there is a bit of hesitation. Sometimes you get stuck between two: Open Environment and Closed Environment. Open Environment is characterized with the trust to express different opinions and disagreements, all ideas are seriously considered here, Communication flows in all directions etc. On the contrary, a closed communication environment involves fear to express what they really think. There is One-way and top-down communication. Moreover, there is lack of true dialogue in it. So there is a need to ask oneself Five Questions for effective communication: Common Ground – You have observed some common ground between you two. Feel Comfortable - You are able to make them feel comfortable with your presence. Feel Understood – You are able to make them feel understood. Clear Relationship – There is full clarity in your relationship with them. Generate positive emotions – They are getting positive emotions as a result of interacting with you.

## Scope of the Study

Communication is a very important aspect of everyday lives. A good and effective manager should have excellent communication skills and good soft skills with a high emotional quotient. This study is being done to understand and highlight the importance of soft skills and communication skills for the management students to become better managers, good leaders and entrepreneurs. This study will help the management institutions to create better talents and design an effective course to improve the skills of their students

## Utility of the Study

This study is very important from the Business School Management perspective. It will be highlighting the importance of the communication skills and soft skills required to be inculcated in the students of the B-schools. Communication is the only means by which the thoughts, expressions, can be conveyed from one person to another. To effectively communicate it is important to have good communication skills so that there is perfect and correct interpretation of the message trying to be conveyed. By this study the management and curriculum designers of the B-schools will realize that communication skills and soft skills should have equal weight age as compared to the other management skills being developed during the Management courses in the B-schools.

## Limitations of the study

The limits of the study are those attributes of configuration or technique that set parameters on the provision or elucidation of the outcomes of the study; that is, the demands on generalizing the ability and utility of discoveries that are the after effect of the units of configuration or strategy that create inner and outer legitimacy. The most evident confinement might identify with the capacity to reach graphic or inferential inferences for example information

in the vicinity of a bigger aggregation. The results and whole study has to be critically evaluated. The limitations of the present study need to be considered while analysing the study and its contribution. The single design selection in this case may bring forth many limitations as far as the generalization of the results of the study is concerned, however on the other hand, this also represents the whole idea of making a case study. In fact we may eventually learn more about the general phenomena by studying about this particular case more in depth. The study has been first and foremost limited to the perspective from Navi Mumbai area only. The study has however taken into account other views along the theoretical analysis even though the main viewpoints from which conclusions are drawn is that of Navi Mumbai. This can thus also be seen as a limiting factor in this study.

## Scope for Future Research

Any researcher doing further research on this topic should look into the implementation of the suggestion given in this study and assess the impact as well. They should also look into the aspect of the change required in the curriculum at the B-School level to suit the needs of the corporate and the industries that would be absorbing these B-School students. The needs of Corporate and Industries should also be looked into to make a parlance with the B-School teachers, since it is often seen that the teaching staff is way behind the actual industrial needs thereby creating a gap which affects the student's performance.

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