

AN ANALYTICAL STUDY OF AN IMPACT OF SOFT SKILLS DEVELOPMENT ON EMPLOYABILITY SKILLS OF THE MANAGEMENT STUDENTS

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Abstract

Undoubtedly, today's students are the employers and employees of profitable global businesses of the future. In order to make students stand out as promising assets for MNCs, they need to invest in accelerating what is labeled as soft skills. In today's world employers want to hire, promote the employees who are smart, intelligent are willing to work hard for an organization. Employees who are ethical, self-motivated with good communication skills are the new need of the industry. My research paper focuses on development of students, impacts of soft skills on management students, create importance of soft skills by taking various initiatives by the institutes as well students for their inter personal growth.

Keywords: Soft skills, Management students, industry, communication skills.

Introduction

Management and soft skills are integral part of student's development, skills and years of experience in your field play a vital role for building your organization. Due to rising globalization and inter culture background it is essential to boost soft skills for carrying out day to day business activities in more productive manner. This paper primarily focuses on the development of soft skills - meeting industry standards a management student must endure.

Students and education sector are usually more focused on academics whereas on other major parts such as effective communication, teamwork, time management and critical thinking are ignored and later given importance in an organization.

To bridge this gap, it is essential to study soft skills and boost employability of the management students. Even after soft skills are given foremost importance management colleges are not working to enhance student's soft skills by conducting workshops and seminars for student's development. Educating ways are changing so as the skills required to educate are changing therefore it's essential to have a strong base of soft skills to survive in long run.

This research paper highlights the requirement of the soft skill amongst the management students and its impact on increasing the employability.

Objectives of the Study:

1. To study the importance & awareness of soft skills among the management students.
2. To identify the impacts soft skills on management students.
3. To identify the soft skills set expected by the employers from the employee.

Conceptual Clarification

What are Soft Skills?

Soft skills are social characteristics that characterize an individual's ability to function as a team, maintain organization, and accept feedback. This includes interpersonal skills, communication skills, listening skills, teamwork, empathy, work ethic, time management, and more. Hard skills are job-specific technical skills that you learn through training, such as programming, editing, data analysis, etc. No matter where or in which industry you work, you need to combine your hard skills with soft skills to have a successful career.

There are many soft skills, and each one of them plays an essential role in creating resumes, interviews, and making yourself acceptable in the workplace. Each position has a list of specific soft skills that must be followed, and this is transferable across industries and careers. With experience, you will gain inner strength and build a valuable work ethic for your development and future employees and find ways to improve soft skills.

‘Soft-skills’ required by the employers:

Management students have to play the role of a leader, communicator, motivator, planner, negotiator etc. They have to be motivated and guided to analyze the soft skills required for better employment and career opportunities. Soft skills will reveal their overall personality.

1. Effective Communication	2. A Strong Work Ethic	3. Leadership	4. A Positive Attitude
5. Team Work	6. Critical Thinking	7. Creativity	8. Problem-Solving Skills
9. Time Management	10. Curiosity	11. Perform Under Pressure	12. Emotional Intelligence

Following are the Soft Skills on Management Students should learn:

1. Effective Communication
2. A Strong Work Ethic
3. Leadership

4. A Positive Attitude
5. Team Work
6. Critical Thinking
7. Creativity
8. Problem-Solving Skills
9. Time Management
10. Curiosity
11. Perform Under Pressure
12. Emotional Intelligence

In order to have a good career to compete and grow in this competitive environment, they must have good soft skills for a long period of time.

How to create awareness of soft skills:

- ✓ Organize Workshops/seminars/Guest lectures of soft skills for students.

This will help the students to meet and talk to the industry people. In Workshops, seminars student can interact with the industry people where students can ask their doubts can share thoughts.

- ✓ Organize soft skills training programs for students.

Training programs can enhance confidence between the students. Such trainings can help the students to interact with the trainers. Students will learn the presentation skills.

- ✓ Develop courses to enhance soft skills of management students.

In such courses we can organize the courses such as English-speaking courses which will help the students to enhance English proficiency of weak students

- ✓ Group discussion activities

In the group discussion activities, we can make learning easy. Students will interact with each other they will share the thoughts it will increase their communication skills as well as promotes innovative and creative thinking.

- ✓ Role playing games & Management Activities

In such practices students can learn new techniques. In role playing games students will learn the decision-making ability. Students will face the problems and also learn the problem-solving skills from such practices.

So, these are some methods to create awareness & importance of soft skills.

Impacts of soft skills on Budding Managers:

- Increased understanding & knowledge of corporate sector.
- Increase in employment opportunities
- Personality development & growth of management students.

There are various impacts of soft skills but above mentioned are the major.

1. Soft skills will develop the thinking process of the students they will think in the way where they will understand the industry needs. Students will get the knowledge of industry.
2. Industry requires various soft skills for hiring smart employees. Industry has some criteria to hire employees. This criterion is known as Soft-skills required by the employers. The students who learn the soft skills will get the more job opportunities than other students for creating better future they need to focus on various skill development activities and they create greater opportunities.
3. A proper knowledge of soft skills will help the students to boost their confidence which will leads to the personality developments

A great knowledge of soft skills will provide better career opportunities to the management students to become better managers, better competitors & rulers of global market, so this research paper is aiming to solve different questions from the data researched.

Research Methodology

This research paper is based on descriptive in study. It is based on secondary data. The secondary data was useful for pursuing further research – to learn about research already done in the area and to identify gaps & limitations. This Secondary Data was collected from various resources like books, research papers, magazines, journals, newspapers, e-resources.

Secondary data of different authors have been studied to classify the research and identify research gap with future scopes of study Research type chosen based on my study is exploratory research.

Literature Review

Rao, M. S. (2014) analyzed in his research paper that "appropriate faculty industry as well as students in an educational institute increases the employability. It also narrows the gap between the requirements of the industry for the new employees for an organization". It states that effective coordination among the faculties and students is required *for enhancing employability skills among student*.ⁱ

Nisha, S. M., & Rajasekaran, V. (2018) discussed the importance of the employability skills like communication skills which is the major part of the soft skills. This paper explores various employability skills as per the requirement of the employers are communication skills, team work skills, problem solving skills, emotional intelligence skills, self-assessment skills, leadership skills, computational skills, interpersonal skills, entrepreneurial skills, analytical skills, etc.ⁱⁱ

Murti, Ashutosh Bishnu (2014) identified the gap between industry expectations and actual scenario of MBA graduates in terms of soft skills. Since in recent times firms have been complaining about lack of soft skills in fresher's author shades light on Soft skills as an important factor for career growth in this paper.ⁱⁱⁱ

Richard Remedios (2012) expressed the relation between soft skills and employability. The meaning

of soft skills, its importance various concepts of communication and behavioral aspects of personal effectiveness as well as methods to acquire those which help students for better future are explained in this paper.^{iv}

Dr. Jessy John (2009) explained that market scenario and educational scenario is changing day by day. In a past times students required only good grades but now a days students' needs a understand the importance of soft skills and they should know how to use those skills to get a good quality job. Hard skills and experience are not enough for the corporate world; they require particular knowledge of soft skills.^v

Meenu Wats, D.A.V (2009) identified that with the changing educational trends, versatility in educational courses, availability of masses of qualified personnel, the competition for job acquisition and job sustainability are getting tough day by day. Most of the employer's wants to hire the employees who are ethical, self-directed, motivated, effective communication, willing to work and learn and having positive attitude.^{vi}

Richa Sethi (2016) identified that professional world has gone tremendous change. Market scenario is changing and they need qualified candidates for their originations. Lot of students are losing the job opportunities due to the lack of soft skills. Having hard skills is not the enough skills to have a successful and satisfactory professional life. Companies are looking for the candidates who can present themselves and who can smartly adopt the changes. Soft skills are not only necessary but mandatory to be successful over others in the present arena.^{vii}

Dr. Swati Vasantrao Chavan (2019) discussed that 'Soft Skill' are describes as communication, decision-making, problem-solving ability etc. people who have good knowledge of soft skills have strong situational awareness and emotional intelligence. Soft skills are really important from the prospective from the leadership as they manage & direct the others. Soft skills also benefit in various ways one of them is at workplace employees can easily adopt the changing situations. People can communicate effectively at the time of uncertainty.^{viii}

Findings

This research study indicates that our market scenario is changing day by day. The needs and requirements of the market are changing. They industry expects from the employees, they want the smart and hardworking employees for their originations who will work under the difficult situations. Soft skills bring such abilities among the management students also helps them to think in critical way or develop their mind for difficult situation where employee's work under the pressure.

This study also brings the impacts of soft skills as they are beneficial for the students. It provides management students various job opportunities or we can say students can grow rapidly. Their career graph will be going in higher direction.

Suggestions

Management students should read newspaper on daily basis, to enhance their soft skills also they must attend the workshops, seminars, group discussion etc. organized by management institutes.

In today's world team building is the most important part as management students are going to be a part of an industry, in the organizations they are required to work together. Group discussion is the one way where students come together and share their ideas and learn the soft skills.

Management students are the future managers so they must have the skills have leadership, hence they should participate in role playing activities.

Conclusion

In this world, everyone is in the race, behind every one job vacancy there are 10 candidates, so student's needs to struggle for their betterment.

The overall development of the students is in the hands of the management institutes they can organize and run multiple acuties to develop the soft skills among the students. Collages or management institutes should organize the workshops, seminars for students where they will meet the industry people and they will understand the needs and requirements of the industry from the future employees. Group discussions and role-playing activities will bring the abilities to think critically, creativity, problem solving.

Apart from these students needs to take initiatives for their personal growth. So, my research paper focuses on importance of soft skills, what are the requirements of employers and impacts of soft skills on management students.

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