



Industry's Requirement For Employability Of Management Student In Present Scenario

Ms Rubvita Chadha

Lecturer
Srit Jabalpur

Dr. Ashish Mishra

Asst Professor, Department of commerce
G.S. College jabalpur

Introduction

Multinational corporations (MNCs) and major information technology (IT) companies in India recruit candidates who have good professional and communication skills. In this highly competitive society, proficiency in these is considered one of the employability skills. In other words, these skills are considered life skills or survival skills in the twenty-first century.

Engineering students need to be able to think critically, solve problems, communicate clearly, be creative and work in a team in order to get placed in a reputed company. As the need for the students of engineering to be trained in a multitude of transferable skills is high, most private engineering colleges in India hire trainers to train their wards in technical skill and communication skills and prepare them for on and off campus placement. In many institutes of technology, English language teachers and core subject teachers are involved in placement training. There is a shift from imparting mere linguistic skills to multi-skills in an integrated manner. In this context, our study would assist the professional colleges in improving students' managerial, technical and communication skills and preparing them to the workplace or making them industry ready industry types, business sizes, and job levels from the entry-level worker to the senior-most position. Management education today has to address a wide variety of critical issues, one of survival, intense competition, serving the needs of stakeholders, delivering industry employable graduates and in the process of doing all this develop brand equity. While all of these issues are critical and important enough to generate a discussion, research and elaboration at length, this paper will address the issue of employability skills needed by management students from an industry perspective which has been drawn from a survey of 48



corporate interviews, representing HR managers, marketing managers who are involved in recruitment process and later appraisal of the selected candidates also. \the paper has drawn from their experiences and highlights the skill sets needed by management students in the current market scenario which shall be in the author's view even applicable in the next decade to come. 10 major skill areas have been identified and in them the important ones that need to be addressed are effective communication both oral and written, problem identification and problem solving, time management, numerical competency, data analysis, flexibility and adaptability.

Literature Review

1. Richard E. Boyatzis, Elizabeth C. Stubbs, and Scott N. Taylor indicated a major challenge to MBA education is to develop the ability to use management knowledge. Results show that cognitive and emotional intelligence competencies can be developed in MBA students, but not with a typical MBA curriculum.

2. David A. Latif research focuses on the management skills component of managerial effectiveness. It reviews the relevant management literature related to what effective management skills are, why they are important, and describes one model, based on empirical research, for teaching management skills to MBA students. This paper focuses on the last component of managerial effectiveness: management skills. The goal is to use research findings from the business literature in an attempt to answer the aforementioned questions concerning the managerial skills component of management education.

3. Mr. Mohammad Shamsuddoha, Mr. Syed Ahsanul Alam and Mr. A.M. Javeed Ahsan (1995) study on the various MBA programs at universities of Bangladesh, which can keep a vital contribution to build a skilled executive after that who can handle the things properly in the organization

4. Judy D. Olian, Cathy C. Durham, Amy L. Kristoff, Kenneth G. Brown, Richard M. Pierce and Linda Kunder focuses on strategically aligned training and development systems that advance and sustain the organization's competitive position in its market.

5. Roger Bennett, Vicky Langford, stated an underlying assumption of all management education has been that exposure to the theories, concepts and techniques of the various disciplines and functions of management will help managers do their work better. In short, the result should be more effective managerial practices.



Research Methodology

A convenience sampling was used for the study. Out of the 53 hrs from the industry who participated in this survey , gender wise respondents was as follows

GENDER	NUMBER	PERCENTAGE
MALE	32	60.4%
FEMALE	21	39.6%

Industry Sectors

The hr respondents from various industry sectors have been represented below with their percentage representation.

INDUSTRY	%
TELECOM	15
IT	18
BPO/IELT/KPO	25
INSURANCE	18
BANKING	24
TOTAL	100%

Skills Identified By The HR

- 1 **Persuasive communication** : The ability to explain what is meant in a clear concise way through written and spoken means. The ability to listen to people and act upon key instructions and information.
- 2 **Problem Solving**: The ability to identify key issues, implications and generate solutions. The ability to process data, formulate a vision and resolution. To be able to apply knowledge through critical thinking and creativity within a framework of bounded rationality.
- 3 **Analytical and logical**: To be able to use data and mathematics to support evidence and demonstrate a point. To understand and apply mathematical concepts and reasoning.
- 4 **Team building skills**: The possession of a strong personal drive to make a team and get the job done.. The possession of own ideas and innovative thinking and the ability to transform this thinking into reality through action.
- 5 **Planning and organizational skills**: The ability to be organised and methodical in meeting priorities, deadlines and targets.
- 6 **Leadership and Initiative**: The ability to manage and lead teams with a strong focus on organisational goals, perform under pressure and manage a crisis.



- 7 **Adaptability:** The ability to adjust to ever changing business demands, adjusting in a cross cultural work force, adapting to unforeseen situations effectively.
- 8 **Team spirit:** the ability to work with people in a group from different disciplines, backgrounds, expertise to accomplish a task or common goal with or without minor supervision.
- 9 **Negotiation skills:** the ability to express your own requirements in an unemotional and clear fashion to achieve a win win outcome whilst taking on board other people.
- 10 **Good emotional quotient (EQ):** The ability to build cultural sensitivity and share a common platform with people in a multi cultural environment without hurting the feelings, emotions and sentiments of others and without being hurt.

Personality Traits

The personal attributes that the industry looks for in management students as being desirable are:-

- 1 Initiative
- 2 Punctuality
- 3 Convincing ability
- 4 Personal grooming and etiquette
- 5 Result oriented
- 6 Flexible and Adaptable
- 7 Logical
- 8 Self Confidence
- 9 Proactive nature
- 10 Negotiation skill
- 11 Resourceful
- 12 Self motivation
- 13 Integrity, Trustworthiness
- 14 Trustworthiness

Management Skills Required For Employability Written Skills

- Writing a Curriculum vitae
- Writing for the student newspaper
- Writing a report for a course placement
- Essays, dissertations, project reports
- Writing effective business letters
- Publicity materials for a charity
- Letter to raise sponsorship for an event

Oral communication skills

- Appearing for group discussions



- Public speaking or debating
- Seminars
- Working in a summer/ vacation job
- Market research, telesales
- Showing new entrants/guests around the campus
- Course presentations
- Student presenter for various events

Logical thinking and analysis

- Preparing Student Election Statistics
- Analyzing data from an experiment
- Vacation job as a market research interviewer
- Voluntary work for a publisher
- Creative solutions to coursework problems
- Chess, computing, role playing

Adaptability skills

- Shift work or working at short notice
- Working part-time while studying
- Changing courses
- Combining study with family
- Year abroad or independent travel abroad

Functional skills

- Working on a group project
- Rag fund-raising
- Team sports
- Working as a clerical assistant in a busy office
- Group project
- Team sports
- Playing in an orchestra or band

Taking initiative

- Suggesting changes to a course when a student representative
- Getting relevant work experience/project work/sponsorship
- Starting your own business: selling on Ebay
- Starting a new society



- Creating a website/ blog
- Coping with a sudden crisis
- Stretching your loan to go further

Organising skills

- Organising your revision schedule
- Planning a trip round Europe with friends
- Stage manager for a play
- Representative for an event
- Managing a course project
- Organising sporting events
- Organising charity events
- Students' union activities

Leadership skills

- Chairing a student society
- Captaining a sports team
- Being a play scheme helper
- Guide leader
- Air training corps
- Mentor in school to juniors

Negotiation skills

- Negotiating with the vendors during event management
- Negotiating the late handing in of essays
- Staff-student liaison committee
- Resolving an argument between friends

Persuading skills

- Persuading your team to complete the job on time
- Getting club members to turn up for events
- Fund-raising for a local charity
- Telesales job in the vacation

Networking skills

- Arranging for sponsorships for events
- Speculative applications for work



Investigative skills

- Working on case studies
- Researching for coursework in the library
- Student journalism
- Finding out about different careers through work shadowing
- Market research interviewer in a vac. job
- Building your own computer

Listening skills

- In lectures
- Helping the student telephone counselling service

Acquiring new skills

- Learning a new language
- Taking up a new sport
- Improving your computing skills
- First aid
- Music/ dance like jazz/ Salsa

Target oriented skills

- Deciding which modules to take next year
- College Welfare Representative
- Buying an expensive item (car or computer)
- Targeting appropriate customers in a sales job

Budgeting skills

- Working in a bank or managing your own savings account Investment portfolio
- Budgeting your expenses over the year
- Interpreting a statistical table for your course
- Treasurer of committee

Current affair awareness

- Current affairs interest
- Taking business options on a course
- Organising events
- Reading financial pages of a newspaper



Suggestions And Recommendations

Efforts from students side

Students should be encouraged to ask themselves the following questions:-

- How well am I doing?
- What are my strengths?
- What are my goals?
- What could I do better?
- What academic support or skills do I need?
- What skills do I need to gain or develop further?
- What extra-curricular activities will help me towards my career goals?

Efforts from Management colleges side

The management colleges should do the following:-

- offer more practical training
- develop their conversational skills
- outsource to professional organizations specializing in improving employability skills
- send their students to visit industries periodically
- invite experts from industries to interact with students
- take steps to train their teachers to orient them on the skills demanded by the industry
- take measures to enhance students' confidence level
- organize frequent personality development workshops
- encourage institute-industry interaction.

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