

CONTRIBUTION OF SOFTSKILLS FOR THE STUDENTS' CAREER GROWTH.

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ABSTRACT

At this current scenario, many companies rated soft skills as the priority for their employees to keep their business well-paced in the market.. Soft skills are the traits to get more done in less time . Soft skills are students' unique selling point which gives them a competitive edge over others in the workplace and life. If the students have lesser soft skills, they may not put their expertise to the fullest potential in their career growth and they will be left behind ever. Improving soft skills at their educational edifice is easier than the chaotic corporate world aftermath. So, Students must shoulder their responsibilities in enhancing the soft skills at their college level to grow as self-worth. Soft Skills are defined as the combination of communicational skills, interpersonal skills, social skills, attitudes, character traits, building of team work, leadership traits, emotional and social intelligence quotients, etc., enable the people, work well with others to achieve the desired goal. This study explores the significance of soft skills for the successful career of students at the college and after the college.

Key words : soft skills, curriculum, gap analysis, methodology, innovative instruction.

INTRODUCTION

In today's work force, mere the academic transcripts may not enough to land the students in job. As the market tightens, all the bigwigs of business are on the hunt of capable persons who masters the workplace skills besides academic achievement. So, the desirable qualities for certain forms of employment that not depend on only academic acquired knowledge but include dealing with people with positive and flexible attitude, building constructive working relationships called soft skills. Soft skills are also called personal attributes, people skills and employability skills. Merriam and Bireme stated that " 21st century competencies include deep understanding, flexibility and the capacity to make creative connections called soft skills." NACE (National Association of Colleges and Employers) stated that what made an ideal job candidate was the evidence of soft skills needed in the work place. The main aim of this study is to exhibit furthermore the relevance of soft skills teaching at the college level for the business arena in future.

SKILLS REQUIRED TO SUSTAIN GROWTH IN EMPLOYMENT

Many employers today delve for the best men with soft skills which are perceived as necessary attributes for the employment and are potentially employ them. Success in work depends on more than concrete and content knowledge. In this knowledge driven world, the pace of change cruises fast and the essence of the skills are inevitably prominent for the success of any profession. Gallivan, Truex and Kvasny describe communication, leadership, organization, self motivation, creativity as important soft skills. “ The mentioned below skills /activities are mandatory for one’s possession to shape one’s individual progress in education as well in profession.

- The alluring interaction with all the people encounter at the work place builds strong relationship. Active listening , clarity of speech, confidence in delivering the message, assertiveness in the task, identifying and synchronizing the emotions of the listener, proffering empathy, open mindedness in execution, simplifying the complex and clustered issues. etc.,
- The shifting trends at the work place hovers around routinely every time. Today, the consistency from year to year is change. So, the adaptability to change is required instead resisting to a particular one. Analyzing the situation, curiosity to venture the new method, maintaining decorum, rendering the work with positivity, reposing the confidence on the work helps to walk on the ongoing changes sans turmoil.
- Problems and conflicts are easily resolved by active listening, deeper positive thinking and discussing together. Emphasis should be focused on this skill of listening for the proper execution of task.
- Avoiding temptations for trivial matters , free from logical fallacies, destructive arguments and possessing of critical thinking with mental well being.
- Planning and prioritizing work through time management and delegation.
- Influencing others by directing and empowering people to accomplish tasks with available resources.
- Accurate understanding of situations and exhibiting sound judgment by taking accurate decisions.
- Confidence breeds for initiating innovative ideas and can overcome the fear of failures. These skills should be acquired by the students it is the foundation to the development of any industry.
- Maintaining and building a good rapport with an ability to work well in a team.
- Possessing enthusiastic, amicable and can-do attitude for achievement.
- Posing clarity on every task for a common goal.
- The skill of self-learning and awareness for the novice items with firm determination.
- Lateral thinking with logical reasoning.

- Accountability , responsibility, courtesy, integrity and authenticity are to be embraced to the tasks performed.
- Attentiveness for achieving the competitiveness with strong commitment .
- Collaborating and working together for achieving the targeted goal.
- To convince and make the other people done the intended work with amicable nature.
- The person with qualities of persistence, perseverance, and producing productive results with the professional knowledge, punctuality and the initiation for experiencing the great challenges and risks with reliable nature indicates as the best skill.

INCORPORATING SKILLS INTO CLASSROOM CURRICULUM

Curriculum is defined as the totality of student experiences that occur in the educational process (Smith.) Robles states that “ over a decade ago, the National Business Education Association’s Policies Commission for Business and Economic Education (2000) noted the upcoming shortage of soft skills in today’s workplace stresses the need for interpersonal skills above and beyond the academic, technical skills, etc. Therefore, it can be concluded that integration of soft skills increases students’ chance of employment and presents them with better prospects in terms of their future successful careers. “

The notion of integrating soft skill instruction into the context of academic curriculum is to facilitate the employability skills, wiping off the apprehensions of specific attitudes and aptitudes at the work place, providing a platform to acquire the business-needed skills , fostering the growth mindset, professional mannerisms, etc. This incorporation of curriculum works as a negotiator, mediator to organize the students’ strength of soft skills along with their academic performance. The approach with designed curriculum modules of soft skills fit into students’ career effectively by teaching them self-discipline, self-learnt and self managed activities required to their job. Arteché,& Bremner, says “ a set of non- academic attributes, such as the ability to communicate and solve problems, often referred to as generic or soft skills in education. “ This inclusion endeavours to uplift the students’ ability to learn at the best pace for the future progress. The soft skills curriculum includes all intangible skills that the students need to success in his career. The mixture of soft skills with educational syllabi helps the individual students who come various backgrounds in terms of society, culture, education, etc., to achieve the same goals. This curriculum opens the portals of learning, performing and processing the relevant techniques at their working place. Today, there is also a complaint from the group of intelligence that regardless of the subject expertise , lack of basic soft skills, the students are not ready and apt for employment. So, the soft skills should include in the course curriculum and in the assessment criteria so as to learn by the students and to chase the competencies.

Jackson recommended that “ every college should be held accountable if the graduate professionals who are lacking the soft skills important for productivity and innovation in the work place.” Unless, the soft skills instruction inserts into academic curriculum, there is a chance to express dissatisfaction with false sentiment by the instructors mentioning that “ If I cannot identify the core competencies of soft skills in the syllabi, then I can’t teach those skills. “ So, the incorporation of soft skills into curriculum place a prominent requisite and crucial part for fostering dynamic minds.

TRANSFORMATION OF SKILLS FROM THE COLLEGE ARENA TO WORKPLACE

It’s utmost need to focus on transformation of skills from their learning place to working place to to keep ‘ ready to do’ resources , capabilities and meet the new challenges of the employer expectations. It provides real-world work experience. The transformation of skills wipes out the awareness gap of employability skills. It is suggested to involve all the required transferable skills in the courses, internships and other experiences for the career development. Here, the instructor hones the skills of soft as well as technical skills that are essence of an employee. These skills go beyond the job-specific needs with critical strengths along with personal attributes. The instructor generates an environment to the learners to demonstrate the skill and to get an experience for their job in the offing. The students should heed on the broader and relevant skills that the employers are seeking. They must share the skill with a partner and should check their ins and outs of the skills apt to the working place. The students should also compose conceptualized drafted material through enrichment programmes at the college level. They have to transform the skills of conveying through seminars, corresponding through college magazines, engaging in events, connecting with business tasks, influencing the nature of the business, mediate to the industry and the college, negotiating through interviews, presenting announcements, promoting the products through college-fests, getting trained of body language, designing innovative advertising materials , preparing and analyzing the budgets etc.

The instructor should act as a facilitator, counselor, guide, etc., to the learners during the performance of all these activities at the college and assist them in the evaluation and assessment of their potentialities. The instructor should also assist the students to transfer their skills even in socio-economic, cross-cultural , business and market ethics and human values in the business environment. At the nutshell to say, the initiative of transferring the skills gives a credible impact among the students’ empowerment in their upcoming career life. Kumara and Sahasranam reported that ‘ with well planned training programs, it is possible to tune, shape, develop , creativity and soft skills among all students. “

CONCLUSION

The soft skills, undoubtedly develops the students' sense of purpose, increase the students' multiple skills potentiality, social & business intelligence behavior, higher order thinking skills, etc., to land their dream job. Dr. Rubin, Professor concludes that even though technical/ hard skills get students noticed, it's these soft skills that get them promoted and ultimately lead to sustained long term success. " This holds true that college management must alter the methodology in imparting education that makes the students stand out in a crowd.

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