

AN ANALYSIS ON THE IMPACT OF SOFT SKILL TRAINING PROVIDED TO THE MASTER OF BUSINESSADMINISTRATION COLLEGES IN AND AROUND TIRUCHIRAPPALLIDISTRICT

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Abstract

This study evaluates the impact of soft skill training provided to the candidates who are looking for the job. The training has been provided to develop in various areas like communication, behavior, interview techniques, case study solving, body language, presentation skills, etc. The study was conducted with a valid questionnaire in MBA college students from in and around the Tiruchirappalli district. 49 samples are taken and analyzed using correlation and ANOVA tests are carried out. As a result, the self-confidence of the candidates has been raised when they are attending the interview. The candidates can choose the company based on their skills. The company has able to choose the right candidate easily. The candidates get job satisfaction while they onboard for the job.

Keywords: *Soft skill training, Job satisfaction, Communication, Personality, and Training.*

1. Introduction

At present, the competition for employment is increasing every day and placement has become a challenging task. The responsibility of the institution is to give training to students and equipping them with life skills. To meet out these responsibilities a training and placement cell is important in all Universities, professional colleges, and art colleges.

Training is not only given to students. It also can be given to employees who work to strengthen their field and to promote them into the companies. For student training and placement, the cell is a bridge between students and their first job. Placement is all about placing a student in a job for which they are opting for. And training is all about making a student fit for being placed in an organization or company where they can be selected for their job.

Every university and colleges have their placement cell where the student would get the opportunity to get placed in very good companies. The placement cells play a crucial role in every college in locating job opportunities for both UG and PG passing out students by keeping in touch with reputed firms. The placement cell organizes carrier guidance programs and training for all students starting from

the first year of college or the 12th Standard.

Many placement cells of colleges and universities train the students with training programs like mock interviews, Group discussion, communication skills, workshops, etc., and they also organize public sector exam training for students who are interested to join in government sector.

1.1 Training and Placement

In training and placement, Training consists of notification, training programs, and mock interviews. Same way placement consists of a pre-placement drive, Internship, and final placement. Training cells invite experts from the best organization and give training to the student to improve their skill development, body language, Time management, Presentation skill, attending the mock test, listening skill, Interview facing skill, etc.

1.1.1 Placement cell

For placement, a student can apply to any number of companies as per eligibility criteria. After receiving the first offer from the company he or she would be out for placement. Eligibility for the placement process will be based on the attendance and academic performance of an individual student.

The Students should be known about the job description, company profile before appearing for the drive. Once shortlisted he or she should not back out, because it will affect the relationship between the industry and the institutions adversely. Now, let us further see elaborately about training and placement in the following context.

1.2 Soft Skills Training

Let us see, what soft skills are. Skills are personal attributes headed for success on the job. Soft skills are often considered to include networking, teamwork, creative thinking, problem-solving, conflict resolution, communication, adaptability, etc., Some most valued soft skills are ambition, focus, Common sense, situational awareness, enthusiasm, and Optimism, etc.,

Soft skills are the mixture of all the necessary skills which help an individual to live a quality life. It involves the way of speaking, the way of behaving, and the way of dealing with all the situations which individual deals with. Soft skills are defined as „the qualities which make a person unique when compared with other persons who have the same skills and experiences" (Perrault, 2004). It covers one's personal life, Professional life, and social life as well. In personal life, soft skills help an individual to have quality thoughts which give his/her more confidence. In professional life, everyone is dealing with all kinds of people. The organization never forgets to appreciate the employee who has all the good qualities such as organizational communication, decision-making skills and, problem-solving skills, etc., these skills are gained only through soft skills. In social life, every people tend to be known as the best person or the good person by others. Therefore soft skills provide them good capabilities to gain. Soft skills are essential furthermore providing soft skill training is considered as the basic need for an individual to grow more.

Training is considered important when individuals pay attention to his/her future. When there is fear about, „ what next? " that will be the best phase of life to learn new kinds of stuff. For this, the researcher has chosen college life especially the post-graduate time.

1.3 Evaluation of the job offer

When the candidate receives a job offer it's important to take the time to evaluate it, So the candidates are making an educated decision to accept or reject the offer. When reviewing a job

offer, consider the entire package including job content, salary, benefits, working hours, flexibility, company culture, pension plan, the work environment, and the management. The candidate should be sure that the company meets their criteria for what he would consider an ideal employer. Money matters, salary is an important one.

So the candidate has to find out if the salary can accept by you without feeling insulted? Will the candidate be able to pay his bill? If the candidate's answer is no, then don't accept the offer. Makesurethatyouaregettingpaidwhatyouareworthandyou'rehappywiththecompensation.

The compensation packages sent what you expected; consider negotiating your salary with their future employer.

Another thing to consider is whether not the candidate will be challenged in this new role. Though being overworked and over-stressed is never been a good thing, a role that provides new challenges, learning, opportunities, and a platform for professional development is a big positive for the candidate carrier.

1.4 Job Exposure

Learning skills on the job refers to learning ability all developing knowledge by performing tasks at work. Most people will learn some skills on the job during the onboarding process, while others will need to be extensively trained on the job-specific technical skill.

You can learn skills on the job practicing a task, shadowing others who are taking advantage of professional development opportunities. While you may have a specific skill goal you want to learn at work, many people develop their skills on the job simply by completing their work and looking for ways they can grow their position. Learning job skills is a large part of adjusting to a new work environment in many different industries.

1.5 Job satisfaction

Job satisfaction or employee satisfaction is a measure of workers contentedness with their job, whether they like the job or individual aspect or facet of the job, such as nature of work or supervision. Job satisfaction is a work attitude. It can be measured in cognitive, affective, and conation components. Cognition is a part of attitude comprises thought, believes, Opinion about something. Effective is the part of attitude related to the feeling and the emotion about something.

Conation is an inclination to take action about something.. It is referred to a person's Feeling of satisfaction on the job, which acts as a motivation to work. It is not self-satisfaction, happiness, or self-contentment but the satisfaction on the job

2. Review of Literature

2.1. Soft skill Training(SST)

Susan A. Dean and Julia I. East (2019) stated in their study titled „Soft skills needed for the 21st-century workforce“ that soft skills are essential when compared with technical skills. This study mainly deals with the logistics industry and discovered soft skill training strategies. The successful techniques in the soft skills in the logistics industry are identified through provide training in group and person training, individual training needs, emotional performance in the work, and communication.

Carlos Ernesto Ortega Santos and Vivian Estrada Senti(2017) researched the objective of providing soft skill training at an early stage. They concluded that soft skills are the most needed ones for the employees belong to their research area. The parents of the students made a point that soft skills are not only for early-stage but also can be used in the social and family environment too. This study also conveyed that creating a strategy is playing a vital role in delivering soft skilltraining.

Mitchell, Geana W., Skinner, Leane B., White, Bonnie J. (2010). Team building, communication, morals, time management, appreciation for diversity are the soft skills attributes employees should have in the company and it is important in all business units. The new employees are lacking in soft skills. The study deals with the perception of Alabama business educators' importance of soft skill training. There is a significant variation in the importance of the soft skill training will make success in the workforce and location. The importance of soft skill training depends upon demographic factors.

Ellis, Maureen &Kisling, Eric & Hackworth, Robbie. (2014).The study deals with the office technology course training provided in the community colleges and decides the skills are matching with the soft skills employer's requirements in entry-level office work. The positive results are shown by the soft skills office technology training are effective in today's entry-level work.

2.2. Job Offer(JOO)

Dr.Jessy John (2009) conveyed the importance of soft skills especially when comes to employment in her research paper titled “Study on the nature of the impact of soft skills training program on the soft skills development of management students”. She concluded her study with the point that new generation managers are expected their employees to have the best soft skills and she also suggested colleges introduce soft skills training as a part of management student's curriculum.

2.3. Job Exposure(JOE)

Piyawan Charoensap-Kelly (2016) conducted a research study on „Evaluation of a soft skills training program“. He proved that's of t skills training program impacts the employee's behavior. He helped employees through this study to know about,, flex "their behaviors and improve their professional bond with other colleagues.

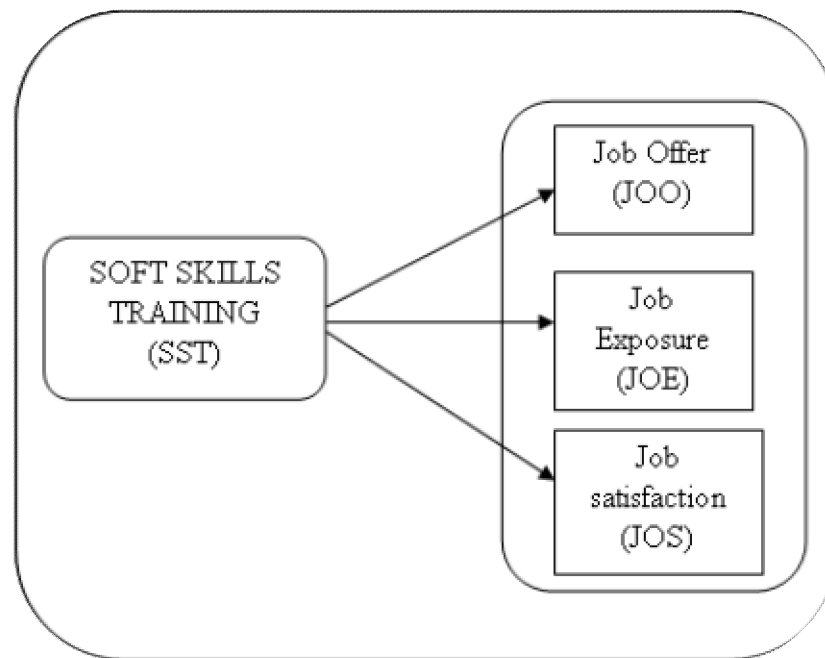
2.4. Job Satisfaction(JOS)

MitashreeTripathy (2020) in her research study titled „significance of soft skills in career development, she conveyed that soft skills are essential for the workplace. She mentioned few soft skills and examined the existence and effectiveness of these in the workplace. Employees who are well in soft skills were found effective in their work output.

3. Model

The proposed model has two variables such as SST (soft skills training) and (IOE) impact on employability. IOE is a term to refer to a group of three independent variables names as Job offer (JOO), Job exposure (JOE), and Job satisfaction (JOS).

Figure 1



4. Methods

After finding the research gap from the collected literature reviews, a well-structured 5 point Likert scale questionnaire was developed. Demography variables, soft skills training (SST), Impact on employability (IOE) – Job offer (JOO), Job exposure (JOE) and Job satisfaction (JOS) are the parts of the questionnaire.

5. Data and Samples

The researcher focused on MBA students in Tiruchirappalli colleges. The average strength of the MBA students from all the colleges is 49. Snowball sampling is applied in this research paper.

6. Hypothesis

Based on the review of the literature, the following hypotheses were framed to meet the research questions.

H1: There is a significant relationship exists between Soft Skills Training (SST) and the Job Offer(JOO).

H2: There is a significant relationship exists between Soft Skills Training (SST) and Job Exposure(JOE).

H3: There is a significant relationship exists between Soft Skills Training (SST) and Job satisfaction (JOS).

7. Statistical Implements

From the collected samples the data has been statistically analyzed using Correlation and T-test. The SPSS version 18.0 was used in testing the hypothesis.

8. Results and Discussion

To examine the impact of soft skills training (SST) and job offers, job exposure, and job satisfaction of the candidate.

Table 1 ONE WAY ANALYSIS AMONG SOFT SKILLS TRAINING (SST)AND JOB OFFER (JOO)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.410	3	1.470	3.237	.024
Within Groups	67.215	148	.454		
Total	71.625	151			

There is a significant difference between the soft skill training and the job offer. The soft skill training provides the candidate to improve the body language, communication skills, presentation skills this will impact directly to get the job offer. It makes the candidates feel proud among other mates, the company chooses the best candidate. The soft

skill training improves the candidates can able to evaluate the offer letter and choose the company and position looking for as their own. In soft skill training provides effective decision-making skills, the importance of time management, and adaptability.

Table 2 CORRELATION TEST

Variable	Pearson correlation	P value	Significant
SST- CET	0.278	0.006	P<0.05 Significant
SST- JOO	0.166	0.045	P<0.05 Significant
SST- JOE	0.168	0.038	P<0.05 Significant

There is a significant relationship between soft skill training and job offers, job exposure, and job satisfaction. The soft skill training improves the candidate's level in various areas like communication, body language, case study solving, listening, team building, and flexibility. By implementing these skills they can able to perform well in the interviews. The companies are get satisfied with the candidate's performance and provide the offer to the best. After joining in the job they can able to understand the conditions of the

working place. They can able to perform well in their tasks and get recognized in the company.

9. Conclusions

The soft skill training is provided for the candidates who are ready to go for the interview will impact more than those who aren't taken it. The training improves the candidate's skill set in different areas like communication, leadership, team building, presentation skills, and case study solving potentials. The company has been satisfied with the

right candidate to be chosen. The candidate can adapt to the conditions and work easily. The office environment is not to be new for the candidates who are all taking the training. The candidates can choose the right job profile at the right company even after they get the job offer they can able to evaluate the offer letter with confidence. The soft skill training provides job satisfaction and a better understanding of their skills

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