‘Students should focus on improving their soft skills’

Joe Baroni
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The students have created a
phenomenon in the global
industry. If they have a
feedback, it relates to their
lack of soft skills. They
should focus on overcom-
ing their hesitation and
rephrasing and raise their
communication skills to the
next level,” said Mr.
R. Jayaramakrishnan, Vice-
President, Tata Consultancy
Services.

He was addressing students
of the Sai Ram Engineering
College at the inaugura-
tion of a national con-
ference on Business Intelligen-
cence organised by the
college’s Department of
Computer Applica-
tions in association with
The Hindu Business Line.

Business Intelligence (BI), he
said, was an apt topic for
the current environment
given the vast
amounts of information
processed on different
data, especially
the Internet.

It refers to the technologies
and applications used to collect,
analyse and present business
information. The purpose of busi-
ness intelligence is to support
better decision-making.

Tracing the evolution of busi-
ness intelligence in his address,
Mr. Jayaramakrishnan said it
proves could be traced to the
MIS or management information
system. This evolved over a peri-
od of time in response to the
reports written on various sub-
jects and to varied projects. As
the number of reports grew,
revisions were made to cut down
on the unnecessary reports.

Today, there was a growing
tendency among people to ques-
tion set practices. The arrival
of business process engineering
could perhaps be put down to
this new trend.

The event also had a panel
discussion moderated by
Mr. K. S. Viswanathan, who
suggested that students
must learn to use soft skills
to be employable
in the current
environment.

Sai Ram Engineering
College, which had
taken up the
concept of
incorporating
soft skills
in its
curriculum,
has been
promoting it
critically
in its
annual
programmes.

Mr. Jayaramakrishnan
concluded the event by
offering to
organise
similar
sessions
for
students
across
India.

The event
was
attended
by
students,
faculty
and
industry
professionals.

The discussion
highlighted
the
importance
of
soft
skills
in
enabling
students
to
adapt
to
the
current
environment
and
succeed
in
their
careers.