



## TOWARDS AN EDUCATED INDIA: STARTING A MEANINGFUL CORPORATE JOURNEY

### Young MBAs need to have the right attitude at all times

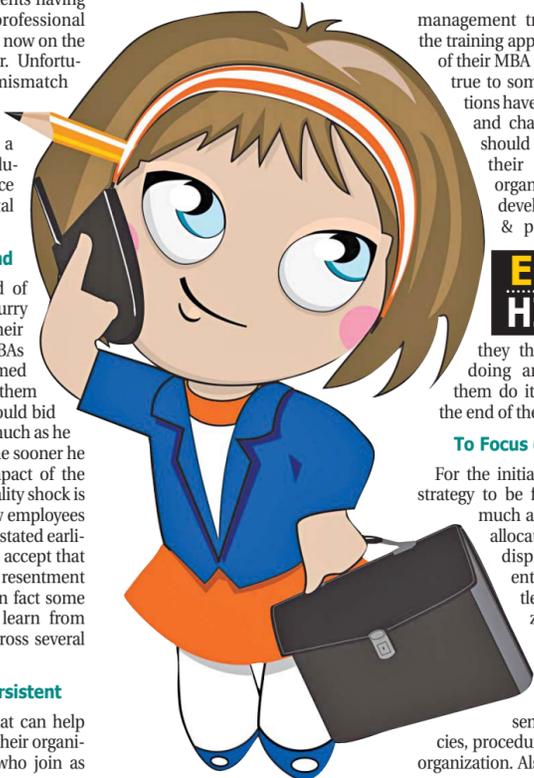
Come May-June every year and the corporate world is ready to provide a red carpet welcome to the MBAs. These MBA students having completed two year of professional management education are now on the verge of an exciting career. Unfortunately we often see a mismatch between what the companies seek and what the MBA graduates expect. As a result often there is a disillusion that sets in at a fast pace resulting in partial to total alienation.

#### Keep Feet on the Ground

MBAs are often accused of being people in a great hurry and carrying a chip on their shoulder. It is true that MBAs are well trained and groomed but this still does not make them perfect. A sensible MBA should bid his / her time and learn as much as he / she can on the first job. The sooner he / she settles down, the impact of the reality shock is reduced. Reality shock is a phenomenon many a new employees suffer because of the gap as stated earlier. Let them appreciate and accept that indifference, resistance and resentment would get them nowhere; in fact some humility & propensity to learn from seniors would help them cross several hurdles.

#### To be Patient and Persistent

Patience is one virtue that can help the MBAs do a lot better in their organizations. Very often MBAs who join as



management trainees complain that the training appears to be an extension of their MBA education. This may be true to some extent but organizations have their own complexities and characteristics. The MBAs should remember that this is their entry point into the organization; hence have to develop virtues of patience & persistence. Further if

more" should be judiciously avoided.

#### Proving Own Mettle

"If you think you are great; then prove it": this should be the sole objective of the new incumbent MBAs into the organization. They should take up projects and assignments and complete those successfully ensuring that deadlines are met with quality. The best advice is to prepare for every meeting

the best of relations with him / her.

#### Survive, Stay on, Succeed

A high profile MBA should have the guts to stay on and contribute to the organization. It is very easy to show off one's mettle by boasting that he / she has another job offer within 3 months but the real challenge lies in one's ability to combat the odds and contribute. One must prove loyalty and commitment to the organization first lest one is accused of being a job hopper. By loyalty, the number of years one has spent in an organization is not important but what is crucial is to the contribution made to that organization during one's stay.

To conclude, it is better to follow the good old adage "well begun is half done". At the campus itself one should choose the company with care. One should not be carried away by the hype or glamour or salary / perks. It is best to choose a job in a professionally managed organization, where one has a fair degree of independence and responsibility. Then one should stay on at least for a few years and contribute meaningfully to the cause of the organization.

(This article has been authored by Prof R S Mani, an eminent management educator & HRD consultant and a founding and core committee member of HEF. He may be contacted at profmani@hotmail.com)

### EXPERT SPEAK: HIGHER EDUCATION FORUM

they think that that are still doing an extended MBA, let them do it with perseverance. At the end of the day it pays.

#### To Focus on Performance

For the initial few months the best strategy to be followed is to learn as much as one can, complete all allocated tasks on time and display a high level of enthusiasm. Till one settles down in the organization and gains acceptance of peers and seniors, it is advisable not to shoot off one's mouth on sensitive issues like policies, procedures and practices of the organization. Also, the attitude "I know

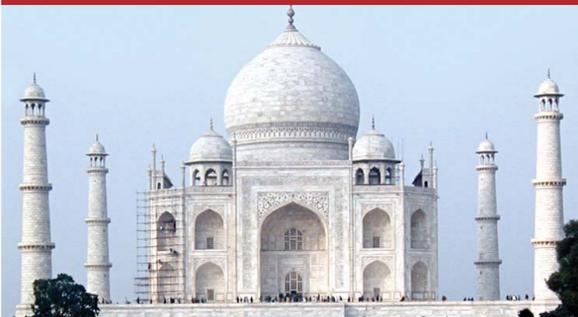
one attends. Let them realize that the company they have joined has been running successfully without them and therefore, they should concentrate on how to add value and not fault finding. Brevity, enthusiasm & commitment can go a long way in fuelling a positive impression about a new recruit in the minds of seniors.

#### Review and Feedback Meetings

The new MBA entrants should ensure a continuous communication channel with immediate superior. They should continuously solicit feedback from their boss about their performance and develop on their strengths and eliminate weaknesses. It is also important to realize that in life one could never choose one's spouse but not the boss!! Hence the best strategy is to maintain

## TRAVELING FAR AND WIDE

### A booming travel industry is opening up many career options



GLOBE trotting is always a pleasure but planning one's journey can be a nightmare. And that is where steps in the friendly neighborhood travel agent. What transpires as a result is a booming travel and tourism industry. Shrugging the slowdown blues, the sector saw a 7.6% positive growth in foreign exchange earnings in April this year compared to the same period previous year.

India has tremendous potential to become a major global tourist destination and Indian tourism industry is exploiting this potential to the hilt. Travel and tourism industry is the second highest foreign exchange earner for India, due to which the government of India, has given travel & tourism organizations export house status.

India is a vast country with diverse cultures and traditions. Our country offers a great attraction for those who crave to know about the splendor and magnificence of one of the oldest civilizations of the world and for its scenic beauty. With the increasing globalization and opening of our economy to the world, travel and tourism in India is getting a great impetus. Technology, coupled with the growth of tourism globally, has had a large impact on the tourism industry. This forecasts a bright future for all those who choose to make a career of travel and tourism.

Career opportunities in travel and tourism exist both in the public and private sector. As far as public sector is concerned, there are opportunities in the tourism department of the center and the states as Tourism Officers, information assistants and Tourist guides ground staff etc. Another good prospect for qualified tourism professionals is in the private sector with travel agencies, tour operators, airlines, hotels, transport and cargo com-

panies etc. After gaining relevant knowledge and expertise as a travel professional, one can even choose to get self employed.

The tourism industry is highly competitive and the winner is the one who has access to a wide range of information, quick access to travel and transportation data and who can blend business skills with diplomacy. One should possess some essential personal qualities such as effective communication skills, personal knowledge and experience of travel to major tourist destinations, knowledge of accommodation, places of interest and local customs, language skills, business tactics, good memory and a positive attitude, enthusiasm to interact with people, and social etiquettes.

However, with the growing professionalism in every field including travel and tourism, aspirants for a career in this field should take specialized training, so as to give themselves an edge in the job market. This training can be imbibed from various institutes offering degree and diploma courses.

Jobs in the travel and tourism industry offer good remuneration and perquisites, which often includes free travel for employees and their families. Salaries can vary somewhat within the industry and are higher in foreign companies and agencies. An Executive Trainee can start from 8,000 - 10,000 per month or even 30,000 per month depending upon the company. The growth is immense and one can rise up to being the Vice President of a company drawing about 3.5 lakhs per month.

Many people live for their vacations. You can make vacations your life!

(This article has been authored by Ravi Dighe, Chief Student Development, Aptech Ltd.)

BY AMI GANDHI

JOHN did his software engineering from renowned college and also completed his MBA from one of the top B-schools. But still he couldn't get the job of his choice during campus recruitment. The main reason being the lack of soft skills. One may have heaps of certificates or a variety of technical skills but if the candidate can't get along with people, sell ideas, get work on time, solve problems, lead a team, and the rest then that individual will keep getting stuck.

The demand for soft skills has considerably increased due to impact of technology, globalization, customer driven markets and economy. Soft skills are personal attributes which improves ones interactions, job performance and career prospects. It can boost ones professional life and are critical in all the phases of a career. Soft skills have finally come of age. People from old school think that the best academic qualifications, factual knowledge, and technical skills will naturally get them good jobs but it's the soft skills that are as important nowadays. "Every individual gets only one chance to make his first impression. To leave an everlasting effect, developing softer aspects of one's personality is very vital," says Manisha B., a corporate trainer specializing in imparting soft-skills training.

#### Importance of soft skills

As the adage goes, "Technical skills will get you an interview but you need soft skills to get the job." Hard skills or technical skills are tangible like writing programs for computers, preparing a balance sheet, working on a machine, acting, operating a patients etc. These skills appear on resume as education,

#### Soft Skills Check-List

- Communication Skills
- Interpersonal Skills
- Networking
- Innovation and Creativity
- Leadership
- Emotional Intelligence
- Management Skills
- Motivation
- Stress Management
- Language Skills
- Team building
- Time Management
- Decision Making
- Personality Development
- Business Etiquette and Grooming
- Problem Solving
- Decision Making
- Art of Influencing
- Presentation skills
- Coping Skills
- Anger Management
- Goal Setting
- Conflict Resolution
- Negotiating Skills
- Self Management



## Soft but important

### Soft Skills are very important in today's professional world

level of expertise and experience whereas, soft skills or people skills are personality descriptors and are intangible. One can achieve higher degree of success if s/he is well equipped with soft skills.

#### Soft skills are vital to:

- ◆ Handle interpersonal relations
- ◆ Take appropriate decisions
- ◆ Communicate effectively
- ◆ Have good impression
- ◆ Gain professional development

"Soft skills are required by every employee in any organization. They enable the person to be more effective in his/her role. From an organization point of view soft skills help in building a great place to work and empower people in what they do. These skills are as essential as knowing the job in hand," according to Meena Ganatra, a corporate trainer

#### GLOSSARY OF SOFT SKILLS

- ◆ **Communication skills:** ability to speak fluently using the right word in the right order
- ◆ **Writing skills:** ability to write without errors like spelling, grammar etc
- ◆ **Presentation skills:** includes planning, preparing and delivering message proficiently.
- ◆ **Team work:** is co-coordinating and co-operating with different people of various age, group, qualification, status, gender etc.
- ◆ **Interpersonal skills:** includes interaction with others and retaining relationships by respecting their views and sentiments.
- ◆ **Time and stress management:** ability to prioritize and schedule the work on time
- ◆ **Leadership skills:** ability to delegate authority, influence groups behavior, attitudes and actions, being energetic in driving others forward and also inspiring team and individuals.

at Ernest and Young. Soft skills facilitate one to stand out in a crowd of equal or higher qualified people and are applicable to almost every field of work. It's gaining importance for firms during the recruitment process and candidates are mainly judged on basis of these skills. Every employer is looking for a specific skill set which goes with the skills necessary to perform a particular job. "Soft skills are boon for areas like sales and marketing. It helps a person in decision making and negotiating the deals while servicing

problem solving, delegating and team building becomes easier. Soft skills are becoming hard skills of today's workforce. It has become an essential element for personal success and thus developing them is necessary.

Soft skills create opportunities, help one to grow in career and develop relations with people around. Even though it's important to build soft skills, it doesn't mean that one should neglect hard skills. Those who can balance both the skills can climb the ladder to success.

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