THE ROLE OF PROFICIENCY IN ENGLISH AND SOFT SKILLS FOR COMMERCE STUDENTS FOR EMPLOYABILITY: A THEORITICAL CONSTRUCT

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ABSTRACT

Today in India, undergraduate students are privileged as campus interviews are conducted every year to select candidates for jobs in reputed colleges. Nevertheless, to say meritorious students have a bright opportunity for campus placement. More importantly students of commerce stream with good Communicative Skills in English and efficiency in soft skills can enter the corporate world, IT companies and banks through campus placements. Good Communicative skills and efficacy in soft skills also help the commerce students to excel in higher studies such as M.Com and MBA. However many students are deprived of campus placements as they lack good communicative skills in English and as they are not well equipped in soft skills. This paper aims to analyze the role of good communicative skills in English and the importance of acquiring soft skills and to focus on the methods to attain them.

Keywords: Communicative Skills in English, Soft Skills, Corporate World, Campus selection, Post Graduation.