

# 'Students should focus on improving their soft skills'

By Ramon

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Our students have passed a **testament to the global industry**. If they have a drawback, it relates to their lack of soft skills. They should focus on enhancing their leadership and rhetoric and raise their communication skills to the next level," said Mr S. Jayaraman, Chairman, Vice-President, Tata Consultancy Services.

He was addressing students of the Sri Ram Engineering College at the inauguration of a national conference on Business Intelligence organised by the college's Department of Computer Applications in association with The Global Business Ltd.

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

It refers to the technologies and applications used to collect, analyse and present business information. The purpose of busi-



**Soft Skills:** Mr S. Jayaraman, Vice-President, Tata Consultancy Services, delivering the inaugural address at the National Conference on Business Intelligence held at the Sri Ram Engineering College in Chennai.

ness Intelligence is to support better decision-making.

Tracing the evolution of business intelligence in his address, Mr. Jayaraman said its

growth could be traced to the MIS or management information systems. This evolved over a period of time in response to the reports written on various subjects

and for varied projects. As the number of reports grew, attempts were made to put them on the computer systems.

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

## IMPORTANT FORUM

He added that sessions served as an important forum for information exchange. Since a number of participants came prepared to speak about different aspects of a given subject, in this case business intelligence, the session allowed a number of people to study a whole range of subjects together in the course of one or more sessions.

Commenting on whether the information technology industry was going through a slow down, he said there would be ups and downs but the IT industry would survive as long as the other sectors continued to thrive.