

Business Skills

**Dr. Ranjula Jain*

In order to perform effectively and succeed in the business world, one must have various skills. This applies in almost all areas of life, but it is a main requirement for business related careers. Good business skills equip a person to achieve his or her goals while also accomplishing an organization's objectives.

As sustainability becomes more integrated within the business strategies and operations of global companies, the specific skill sets these companies require to support innovations, product development and others attributes of value creation become increasingly important. Marketplace dynamics and economic trends, government policies, technological change and the expectations of current and future employees and customers all create a highly dynamic business environment. A company's ability to stay focused on executing its business plan while demonstrating resilience and adoptability to marketplace and societal changes becomes a greater strategic imperative.

Stepping into a management position requires one to have the business skills to not only lead a team but also to manage operations. These responsibilities should not be taken lightly and require preparation prior to moving up in one's career.

Reviewing these business management skills so you can understand what employers are looking for in managers and see how you can develop your own skills to advance your career.

Thus, business skills are important at whatever level you work within an organization : from working in a mallroom to running the company, good skills make you attractive to fellow-workers and employers.

Business skills whether acquired in a formal setting, a training room or even the school of life can make a huge difference because good skills will give you the ability to communicate effectively with colleagues, get your ideas across, make people want listen to you – near what you have to say.

How to Develop Business Skills

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A combination of hands-on experience and education is the best way to prepare for a leadership position.

1) Hands-On

One should begin by identifying the opportunities in your current position. Take the initiative to assist with certain projects or activities that can help you practice honing your skills in certain areas like scheduling, sales or marketing for example. Taking the initiatives to create these opportunities is a great way to learn new skills and show your superiors that you are ready for more responsibility.

2) Education

The fact is that 80% of management positions require candidates to have a Bachelor's degree or higher. Requiring employees to hold a Bachelor's degree helps employers ensure that candidates already have at least a theoretical understanding of the skills needed to be an organizational leader.

Following are the basic skills that one requires for success in business:

1) Communication Skills

Management is still tight with budgets, and needs to be sold on new project ideas. The ability to construct an argument and make your case study forcefully and clearly to your boss, client or co-workers will move your ideas to fruition. Computer system can provide all the information you need, but machines don't know how to package it up to get decision makers excited about lending their support to a project or idea.

2) Time Management and Organization

The ability to stay organized and prioritize tasks will go a long way to moving you and your team forward. An application may accomplish a task within a millisecond, but it doesn't know its context or how it fits into the scheme of things. Just as important, to be able to make a decision and act on an opportunity now — without getting scrapped up by paralysis by analysis — will deliver results.

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3) Goal Setting

No business operation – no matter how automated and virtualized – will get anywhere without a vision of the end result. It is this vision that focuses and solidifies all activities teams are undertaking.

4) Delegating

No matter how talented and educated, one individual cannot do everything that needs to be done to keep an organization on track towards its goals. The ability to surround yourself with talented people who can augment your skills will get things done every time without fail.

5) Public Speaking and Presentation Skills

The ability to communicate your ideas to audiences will raise your profile to new levels. Web-based conferencing services make it easy, but face-to-face encounters will make lasting impressions.

6) Relationship Building

Nothing helps lay the groundwork for advancement more than cultivating and maintaining good relationships. Social media and e-mail may help make it easier to keep in touch, but the key is to keep those contacts going.

7) Involvement in Professional Groups/Conferences

The best way to exchange ideas, learn new things and expand your network is to become involved in groups relevant to your craft. This can be through user groups for a particular software environment you work with, or professional associations. There are plenty of websites and forums that enable professionals to engage with one another online, but nothing seals a bond like face-to-face activities.

8) Passion and Determination

Motivation has to come from within, the drive to excellence is entirely an internal affair. Totally out of reach of an IT system.

9) Civility, Politeness and Respect

Nothing makes a business a great place to work more than mutual respect. This should be a golden rule for every tech startup, Fortune 500 and public organization that wants to make a

positive difference in the world.

10) Entrepreneurial and Innovations

Even in the techiest of places, it takes a sense of imagination to conceive new ways to create value. New ideas are not generated by machines, they come from the minds of the people using those machines.

11) Desire to Learn

Nothing beats the value of education, whether its formal college degrees or completion of training skills in your profession. Even seeking out co-workers on the job for opinions and experiences means the growth of knowledge.

12) Flexibility and Adaptability

Rigidity never worked in the 1990's or 1930's and it certainly won't work now. Be open to new ideas, thoughts and environment.

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