CHAPTER 6

SCOPE FOR FUTURE STUDY
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- Limitations of the present study provide a platform for future research. Following is the list of suggestions for the future research:

- Business communication needs differ from industry to industry. Researcher can study the communication requirement pertaining to the particular industry.

- Researcher can analyze the business communication skills of B-school campus recruits working in a particular industry and further do the gap analysis if gap exist.

- Business communication skills of employees working in different department and different levels can be assessed against the expectations of their superiors.

- Future researcher can include more companies in the study in order to get better results which may help in better insight on the business communication skills of B-school campus recruits.

- In India there are different categories of B-schools and in each category of B-school level of students, Faculty, teaching, syllabus and company visiting campus recruitment differs. Researcher can identify a particular category of B-school and study the business communication syllabus and the pedagogy. Further business communication skills of management graduates of these B-schools can be assessed against the expectations of their employers.

- Future researcher can do the similar kind of study by focusing on a particular geographical area.

- Researcher can include more B-Schools to analyze effectiveness of business communication teaching by analyzing the business communication syllabus, interacting with subject faculty and by observing pedagogy.

- Future researcher can work in the direction of developing more comprehensive business communication syllabus and check the effectiveness of such syllabus by introducing it into certain b-School by carefully examining the results.