ABSTRACT

In the contemporary corporate world, globalization has impacted the scale and scope of business and it becomes imperative for the professionals to be proficient in business communication skills. Business communication is always intended towards establishing credibility and goodwill and also facilitates towards a sovereign position in this competitive business environment. Business schools have the responsibility of explaining the importance of business communication to their management students and groom them as skilled strategic communicators. It would be interesting to find out whether management graduates are equipped with the expected business communication skills.

This study aims to explore the factors affecting business communication, pedagogical issues in B-schools and assess essential business communication skills of B-school campus recruits according to the expectations of corporate India.

Empirical study was conducted and interpretations were made through both quantitative and qualitative analysis. Quantitative analysis (T-test) was used to identify the gaps between the business communication skills of campus recruits and expectations of corporate. The findings are based on the expectations and experience of 331 corporate executives of 48 companies which are major campus recruiters of India. The pedagogical issues were explored through qualitative analysis of subject syllabus and faculty interaction of the identified sample B-schools. Findings reflected that management graduates are lacking on the essential attributes of business communication apart from attributes of communication technology.

This study provides an insight on corporate expectation / requirements towards the business communication skills of B-School graduates. The findings would help academicians to develop the course curriculum which can be benchmarked with corporate expectations. Also this study would be helpful for students to have a clear cut understanding on required communication skills in the corporate world and they can prepare themselves with the desired attributes before they embark their journey and be prepared for the future challenges.

This study is one of the few works in the context of business communication skills of management graduates in contemporary corporate India. The results must be considered tentative and interpreted with care.

Keywords: Business Communication Skills, B-school campus recruits, Corporate India