

Potential Communication Skills for Management Students - A Sole Need for Success

K.Venkateswarlu¹, P.Sivanjaneyulu² and A.V.Jogarao³

^{1&3} Assistant Professor, Department of Management Studies, GVP College for Degree & PG Courses,
Visakhapatnam - 530 045, Andhra Pradesh, Tamil Nadu, India

² Assistant Professor, Department of Basic Sciences and Humanities, Sri Vasavi Engineering College,
Tadepalligudem -534101, Andhra Pradesh, Tamil Nadu, India.

Email: karumuri2007@gmail.com, sivapagolu9@gmail.com, drvjrattota@gmail.com

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Abstract – A Skill is defined as an ability and capacity acquired through deliberate, systematic, and sustained effort to smoothly and adaptively carryout complex activities or job functions involving ideas (cognitive skills), things (technical skills), and/or people (interpersonal skills). From organizational perspective, certain skills are very essential to be successful in the job front. Out of all skills, communication skills play pivotal role as far as employability is considered. Effective communication is the key to managerial success. It is highly essential for all students especially to the management graduates to speak and write effectively for securing a prosperous job and for thriving in their career. These skills are applicable everywhere in this world. The paper majorly focuses on identifying the importance of communication skills in detail in getting employment and to offer some techniques to improve each one of the communication skills.

Keywords: Skills, Employability skills, Communication skills, Listening skills, Reading skills

I. INTRODUCTION

A Skill is defined as an ability and capacity acquired through deliberate, systematic, and sustained effort to smoothly and adaptively carryout complex activities or job functions involving ideas (cognitive skills), things (technical skills), and/or people (interpersonal skills). These days, the employers are looking for the candidates who possess more knowledge about various functions and different fields. From organizational perspective, certain skills are very essential to be successful in the job front. Those skills are considered as Employability Skills. Employability skills are defined as “the skills required not only to gaining employment, but also to progress within an enterprise so as to achieve one’s potential and contribute successfully to the firm’s strategic directions”. Out of all employability skills, communication skills play pivotal role as far as employability is considered. These skills are applicable everywhere in this world.

II. OBJECTIVES OF THE PAPER

The paper mainly concentrates on

1. Identifying the major communication skills that are mandatory to gain employment;
2. Understanding the Importance of each communication skill in detail;
3. Offering or suggesting some techniques or methods to acquire or improve these skills.

III. CONCEPT OF COMMUNICATION SKILLS

Effective communication is the key to managerial success. It is highly essential for the management graduates to speak and write effectively for securing a prosperous job and for thriving in their career. But generally at entry levels, they differ in their level of perception, knowledge, and may experience communication as a complex behavior. Today, effective communication skills are very much essential as far as individual development and organizational development are concerned.

“Communication is the transfer of information and understanding from one person to another person. It is a way of reaching others with facts, ideas, thoughts and values.”- Keith Davis.

These skills come into play not only in between the individuals but also between groups and organizations. People in organisations usually spend 75% of their daily time on communication through listening, speaking, reading, and writing (LSRW). Apart from the technical qualifications the youngsters may to get command over these four language skills. Then only they can aspire for a bright future. There are certain factors that have an adverse impact on an individual’s bright career as their outcomes include poor communication skills, low confidence levels and improper body language.

Those factors include:

- a) Limited vocabulary
- b) Inaccurate grammar
- c) Lack of fluency
- d) Imperfect pronunciation
- e) Lack of active listening
- f) Fear of speaking in public
- g) Fear of expressing certain views
- h) Lack of confidence
- i) Fear of making mistakes
- j) Lack of exposure and practice

The person recruited will have to deal with global clients directly. Command over the language and accent neutralization plays a vital role in the recruitment process. The present paper deals with major communication skills such as listening, speaking, reading, writing, and conversation skills, group discussion, interviews as a two way communication process effective participation in group discussions.

A. Listening

This skill contributes to 53% of the effectiveness of communication in our daily life. Listening differs from Hearing as the latter is concerned with just picking up the sound from the source and the former includes both hearing and thinking about the content at the same time. Listening makes a sense to what we hear. Listening means paying attention, interpreting what is heard, remembering and making it as stimuli. Mere hearing does not create any change in the enhancement of skills of the individual. Listening will be helpful to individual in such a way that a large pool of ideas, knowledge and information will be acquired. Effective Listening eases the process of Learning and also helps to observe the facial expressions, gestures and body language of the speaker. Finally a good listener can become a good learner.

Skill in listening can be developed through 1) careful listening 2) vigilant attentions that drive away all distractions. 3) Simultaneous comprehension and interpretation of what is erring hands to.

B. Speaking

The act of speaking is an important process in the art of communication. It is about exchange of information, thoughts and ideas that reflects one's state of mind. Speaking skills contribute to 16% of communication in our daily life. Even

though people possess sound knowledge and information, they fail in expressing it due to lack of satisfactory levels of speaking skills. Whether one is an executive, an engineer, a doctor, a lawyer, software professional, a public relations practitioner, a journalist, an accountant or a politician, he/she cannot be successful without knowing how to speak effectively. To speak effectively one has to construct the confidence and shed the fear of speaking. Possession of sufficient vocabulary will help the individual to communicate more effectively in the desired way. Speaking with good sense of situational analysis and information would yield good results.

Speaking skills can be developed through 1) Proper public speaking or debating 2) Planning and preparation in advance could develop confidence and systematic approach. 3) Presenting papers in the seminars 4) Illustration of the concepts with suitable examples before learned audiences.

C. Reading

Reading is a means of understanding the written text, which may help in acquiring information and knowledge.

“Reading makes a full man; conference makes a ready man and writing an exact man.”—Francis Bacon

In general, reading contributes to 17% of total communication. To gain expertise in communication and languages skills, any aspirant should allocate sufficient time to reading every day. This should be done on a daily basis so that the memory gets refreshed with updated knowledge as well as improvement of verbal ability. Reading has two major advantages, i.e., enhancement of knowledge in the subject being read and improvement of verbal ability. Reading also helps an individual by developing his or her exposure to situational requirements and read made usage.

A few tips for acquiring reading skills 1) do not go directly to the dictionary. Rather refer to it for clarification and confirmation of word meanings while reading a text. 2) Daily reading of newspaper, newsletters, periodicals, journals of interest to update the knowledge 3) Picking up chunks of words instead of single words or short phrases.

D. Writing

Writing is an important aspect of communication process. It is a fact that visual representation makes an effective impression. Artistic and creative writing is always appreciated and sought everywhere.

Writing contributes to 14% of our regular communication. Writing is, above all for conveying ideas and feelings from one mind to another mind in a graphic manner. Effective writing skills help the individual to have clarity in expressing his/her feelings, ideas, and thoughts. The following factors require consideration in developing writing skills;

- a) Accuracy, appropriateness, attentiveness, to your audience, avoidance of ambiguity;
- b) Brevity or conciseness, brightness or buoyancy;
- c) Correctness, clarity, consistency, concreteness;
- d) Early morning exertion would be more rewarding;
- e) Plan to write three to five notes minimum daily;
- f) Express your ideas in straight, shorter sentences that are easily understood;
- g) Use sweet words, simple language, be legible, be clear and be concise and readable;
- h) Write and rewrite until you are able to capture the idea in one sentence.

E. Conversational Skills

“Conversation” is defined as ‘an informal talk involving a small group of people or only two on a particular subject or selected topics’. The aim of this skill is to help the individual to become a good conversationalist. Conversation is a two-way communication process which involves giving and receiving of message through verbal means. Good conversation lies in effective listening and effective talking.

Conversational skills can be developed through

- a) Allowing the conversational partner to be speaking ;
- b) Finding out what the listener wants. To gain the most from any conversation, the speaker should focus on the listener. Ask questions and listen to the responses;
- c) Concentrate on the conversation. Mere hearing rather than listening may cause the individual to miss vital information;
- d) Maintain cordial and friendly environment while conversation is going on.

F. Interview

An Interview is efficacious process for getting a job. Interview is formal interaction between the interview(s) and

the Interviewee. It is a process of two way communication where the individual has to introduce himself/herself to the panel of members and answer the questions posed by them. There are three types of interviews for professional jobs and executive positions like information technology, science and technology, medicine, engineering, agriculture, chartered accountants, company secretaries, business, marketing, sales communicators, management, public relations, civil services etc.

The types of interviews are - (1) Personal interview (2) Subject/ Technical Interview and (3) HR interview. In all the three interviews, the intellectual abilities, communication skills, language skills, as well as they observe candidate’s behaviour.

Interview skills could be honed by the following methods;

- a) The individual should prepare himself/herself on the grounds of confidence, knowledge and information;
- b) Prepare for the most frequent questions posed in the interviews;
- c) The candidate should always be engaged with the thought of preparing and equipping himself/herself for the interview.

G. Group Discussion

Group Discussion is a methodology used by an organization to judge whether the candidate has certain personality traits and/or skills that it desires in its members. In this methodology, the group of candidates is given a topic or a situation, a few minutes to think about the same, and then asked to discuss it among themselves for 15-20 minutes. Group Discussion is the most important and most popular technique of personality-testing. It enables the examiner to assess candidate’s leadership ability, intellectual level, communication ability, socialization skill and an ability to motivate and influence others.

This results in the enhancement of the individual’s knowledge in the subject being discussed and even he or she can build up confidence by breaking the shackles of fear and express his or her views or thoughts in front of a group. Normally, in a group discussion, a candidate is tested in terms of group behaviour, communication skills, content collection, leadership attributes, presentation skills and team building skills etc.

Some techniques to be followed to improve GD skills are

- a) Speak pleasantly and politely;
- b) Try to stick to the discussion topic. Don't introduce irrelevant information;
- c) Be in control of your body language when you are speaking;
- d) The individual should not argue or debate with other participants as it is a formal discussion;
- e) Wait for a speaker to finish before you speak.

III. CONCLUSION

Communication skills and language skills are very much essential to be placed in any good organizations. Each individual should recognize the importance of communication skills and should constantly change his/her skill according to the requirements of the employers. The educational institutions intended with the employers should frame the curriculum as per to the requirement of the industry. Hence, management graduates should utilize the opportunities which are available during their course of study to enhance communication skills. Effective management cannot be built upon defective communicative skills of managers

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