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## Master of Business Administration students Attitude towards Communication Skills

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**Abstract:** Communication skills are important for every profession not only to remain in that profession but to become successful professional also. It has become essential for business administration students because they bear the responsibility of organization as manager. Good communication skills enable students to get good jobs. The present study compares the attitude of MBA previous year and final year students towards communication skills after studying communication skills as a subject in previous year. Communication skills attitude scale was used to collect data which consisted of 14 statements related to positive attitude and negative attitude. The survey population included 35 students among 60 students from 1st year and 35 students among 56 students from 2<sup>nd</sup> year who were regular and has

attended most of communication skills classes. The result supports the previous studies.

**Keywords:** Attitude, Communication Skills, MBA Students.

**Introduction:** In today's competitive environment it has become difficult to get a good job for business management students. There is mismatch between supply of talent and demand for that. However, industries are facing deficiency of good talent even though the students are highly qualified and knowledgeable they have good academic records. But they are lacking in expression of that knowledge. Many studies have revealed that management students are unemployable; there is a gap between what is required and what is available. Students need communication skills and

soft skills to cope with competitive environment. That gap can be filled through learning communication skills as these are the basic skills.

### Review of Literature:

**Al-bizrah, Tarique & Arain (2016)** examined medical students' attitude towards communication skills through questionnaire taken from CSAS consist of 26 items. The students being studied are from, 4th, 5th and 6th year of the undergraduate program. Researcher found upward trend (average scores increased) starting from 4th year to 5th year followed by downward trend (average scores decreased) in this measure in the 6th year students. Result shows that initially students give importance to communication skills but then during their final year they tend to devalue communication skills.

**Ihmeideh, AL-OMARI & Al-Dababneh (2010)** found that there were no significant differences between class teachers and childhood teachers students in their positive and negative attitudes toward communication skills. The target

population for the study included all students of educational sciences college and Queen Rania Childhood College enrolled in one of these college courses. Data was collected through questionnaire taken from CSAS consist of 26 items 13 of which are written in the form of positive statements and 13 negative statements about communication skills learning.

**Lumma-Sellenthin (2012)** attempted to explore the relationship of students' attitudes towards learning communication skills to demographic variables ("gender", "age", "personal working experience, and "parents working ), metacognitive skills, and to the appreciation of patient-oriented care. Data was collected through questionnaire taken from CSAS consist of 26 items 13 of which are written in the form of positive aspects and 13 negative aspects. Response was collected on five point likert scale. Major finding was- Female students were more positive than male students towards both attitude concepts. Students who were positive towards sharing information and power with their patients had a low negative attitude towards the training of communication skills, female gender, and personal work in healthcare. A caring

patient orientation, in contrast, did not depend on metacognitive abilities, but was explained by a positive attitude towards communication skills learning.

**Iksan, et al. (2012)** Investigated the level of communication skills (oral skills, written skills and social skills) among university students. Response was recorded on five point likert scale. Researcher found final year students have good communication skills, the social skills have the highest score, followed by verbal communication skills, and written skills. Around 20.0 – 27.3% of the respondents were found to have low listening skills, written skills, and presentation skills and make conclusions while communicating with others.

**Kovac, Sirkovic (2017)** claimed that the students in the sixth semester have a higher mean value of the positive attitude items (4.016 vs 3.726), as well as a lower value of the negative ones (1.653 vs 2.024). Response was recorded on likert five point scale through structured questionnaire taken from CSAS which consisted 14 item among them 10 was related with positive attitude and remaining was related to negative attitude.

**Research Methodology:** The aim of this study is to compare the attitude of MBA 1<sup>st</sup> year and 2<sup>nd</sup> year students towards communication skills after studying communication skills as a subject. Following are the research questions of the study:-

What are the attitudes of MBA 1<sup>st</sup> year and 2<sup>nd</sup> year students towards communication skills? Is there any difference between the attitude of 1<sup>st</sup> year and 2<sup>nd</sup> year students towards communication skills?

The survey population are 35 students of both the classes who have attended regular classes of communication skills. Structured questionnaire taken from CSAS is used to record the response.

Table 1. Questionnaire on communication skills attitudes

No.	Statements
1.	I need to have good communication skills if I intend to become a successful manager.
2.	I don't see the point in studying communication skills.
3.	Communication skills (soft skills) are as important as technical skills (hard skills).

4. My self-esteem has increased after attending the course.
5. My presentation skills have significantly improved after the completion of the course.
6. I don't have enough time to study communication skills.
7. The Communication skills course is very interesting.
8. I am aware of my communication skills.
9. I pay more attention to my body language after the completion of the course.
10. I pay more attention to fillers in my speech after the completion of the course.
11. Psychology students should study communication skills, not engineers.
12. It is difficult for me to admit my own communication problems.
13. Communication skills is an unnecessary course.
14. Communication skills can be mastered through formal instruction

studied the subject before one year ago when they were in 1<sup>st</sup> year.

**Discussion:** The mean related to positive and negative attitude of 1<sup>st</sup> year and final year students is represented in table no.2. as per the table data, the mean value of positive attitude of the students of 2<sup>nd</sup> year is more than the mean value of positive attitude of 1<sup>st</sup> year students(4.09/3.97). where the mean value of negative attitude items of 2<sup>nd</sup> year students is less than the mean value of negative attitude items of 1<sup>st</sup> year students (2.10/2.25). so there is difference between the attitudes of students.

Table no -2

Sr.no.	Attitude	1 <sup>st</sup> year students Mean	2 <sup>nd</sup> year students Mean
1	Positive attitude	3.97	4.09
2	Negative attitude	2.25	2.10

The response was recorded at the end of semester 1<sup>st</sup> year students just completed the syllabus of communication skills subject and final year students had

Once more to see the effect of individual items over attitudes of students individual mean of each item is calculated table 3 represent individual item's mean. In both

the cases item number 1 and 5 have largest value of mean item no. 1<sup>st</sup> “I need to have good communication skills if I intend to become a successful manager” has largest value it means students know very well about the importance of communication skills. Item no. 5<sup>th</sup> “My presentation skills have significantly improved after the completion of the course” has second largest value which means students are learning and as a subject it is working. Item no. 13 has the lowest value of mean “Communication skills is an unnecessary course” which means communication skills as a subject is not unnecessary it is important for them.

Table no.3

Item no.	1 <sup>st</sup> year student mean	2 <sup>nd</sup> year student mean
1	4.48	4.62
2	2.28	2.31
3	4.34	4.6
4	3.91	4.2
5	4.34	4.68
6	2.14	2.8
7	4.11	3.97
8	3.85	4.0
9	3.91	3.62
10	3.6	3.51
11	2.65	2.4
12	3.11	3.31
13	1.8	1.88
14	4.1	3.4

**Conclusion:** On the bases of above discussion it can be said that communication is important part of professional life. Without having good communication skills it is not possible to become successful. Colleges/universities should include communication skills as a subject in their course so that students can learn.

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