



XORIJY TILLARNI O'QITISHDA INNOVATSION YONDASHUVLAR NAZARIYANING AMALIYOTGA TATBIQI

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EFFECTIVE COMMUNICATION SKILLS FOR MANAGEMENT STUDENTS

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Abstract. *Effective communication is crucial for any business professional. Effective communication skills not only help to communicate ideas with others but they also promote positive connections among employees. Communication, whether verbal or nonverbal, is equally important. Thus, the current study was carried out with consideration for the subject's importance to students. The study aims to investigate management students' perspectives regarding the importance of business communication courses. For this data was collected from 200 management students studying in both government as well as private colleges located in National Capital Region. The non-probability convenience sampling approach was used to choose the sample. A questionnaire using a five-point Likert scale was one of the research tools employed for the study. The study's findings indicated that although the students recognized the value of the business communication course, they were still not effectively utilizing it. Their communication abilities were lacking, especially when participating in group activities like role-playing and discussions. The fact that most corporate communication programs use English, which is not the students' native language, is one of the causes of this.*

This indicates that in order to assist pupils raise their communication skills, more attention has to be paid to these areas. This will help them in standing out at job interviews, business meetings, public speaking. It is important to motivate students to participate fully in all business communication class activities.

Keywords: *Communication skills, Management, Students.*

Introduction. According to conventional wisdom, communication can be either verbal or nonverbal (Iksan et al., 2012). On the basis of a quickly developing field, people's perceptions of communication, however, indicate that it encompasses a wide range of fields. In addition to email, texting, and social media, these domains encompass in-person encounters (such as premium situated meetings), digital literacy, which includes virtual worlds like Instagram, Twitter, Facebook, and e-portfolios. Within each domain, there are distinct communication protocols in relation to the terminology, acceptable norms, target audience, texts used for certain communicative objectives, message length, spelling and grammatical rules, etc. The act of communicating intended meanings from one entity or group to another by use of mutually understood signs and semiotic norms is known as communication. Auditory, visual, tactile (as in Braille), haptic, kinesics, electromagnetic, or



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biochemical can all be employed as communication channels. Human communication is distinct due to its frequent use of abstract language.

Literature review. The "lingua franca of international business is English" (Charles, 2007) has gained widespread acceptance over the past several years, and the ability to communicate effectively has the potential to drastically alter both businesses and their surroundings. Business communication, which is defined as communication utilized in conducting business (Reinsch and Shelby, 1996), has taken considerable significance in the current situation. B-schools have evolved into centers that meet the communication needs of the next generation of business leaders in the fundamentals of sustainable growth. However, it is still challenging to persuade business students to take business education classes seriously, as most business communication instructors understand. This leads to the need for a business communication course that is challenging and effective. In this situation, it is crucial to examine how management students view the corporate communication course.

What issues are the pupils facing? Do the pupils' talents require improvement? How well do they currently communicate? What are the advantages of taking a course on corporate communication?

Methods

The Value of Effective Communication

Communication skills are essential for a student's future professional success. Communication skills are in high demand in today's cutthroat corporate environment and are regarded as the most desirable attribute of an educated individual. For pupils, reading, writing, and attentive listening are the three most crucial communication abilities. Since these abilities, like the majority of communication skills, seem too familiar, people tend to take them for granted. The only thing that needs to be addressed in terms of reading and writing is adjusting to one's growing age and level of focus. Writing, oral communication, and reading skills can all be developed with these two traits (Khan, 2017).

Besides reading and writing presentations, speeches and reports are a part of curriculum in schools. For the overall development of students these activities have been introduced in schools and colleges. This makes controlling skills and communicative skills also salient for a student. Attention needs to be given to the fact that students do not feel confident to make speeches and presentations.

Research and discussion

The Study's Objectives



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▪To examine how management students, view the value of corporate communication courses.

▪To assess how management students, perceive their level of communication proficiency.

Research that focuses on characterizing the traits of a certain person or group is also known as descriptive research. The purpose of descriptive research is to outline the features of a population or phenomenon under study. A descriptive research design was employed in this study.

Conclusion. Overall, there was some discrepancy between management students' perceived value of communication skills and their actual possession of these abilities. The pupils possessed fewer of the abilities that were deemed more crucial. It was discovered that having written communication abilities was less common than having the same components in oral communication, which is in line with earlier study (Pittenger, Miller, and Allison, 2006). According to surveys conducted on students worldwide, both in India and outside, students' written skills were lacking. despite the fact that written skills alone account for the majority of the corporate communication course delivery.

More research of this kind is required in order to comprehend this truth and take appropriate action. The study also found that students studying business management believe that corporate communication should be taught in business schools across two or four semesters rather than in a single semester. Students also proposed that the business communication classes were not taken very seriously by them and the most important reasons for it as felt by them were that it takes a lot of time to improve communication skills and that it is more important for students to concentrate on their other classes.

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