

“Exploratory Research on examining the influences of Interpersonal skills with special reference to written and oral communication skills on Job Readiness of Graduates.”**Dr Monika Dasharath Gorkhe****Assistant Professor,****Dr D Y Patil Institute of Management**Email Id- monika.gorkhe@gmail.com**Mrs Anita Dasharath Gorkhe- Bhise****Research Scholar****Modern Institute of Business Management (MIBM), Pune**Email Id: anita.gorkhe12@gmail.com**Dr Vijayalakshmi Srinivas****Director****Modern Institute of Business Management (MIBM), Pune**Email Id- vijayasrinivas1@gmail.com**Abstract:**

Communication skill is critical in today employment world since most employers look for candidates to fill different positions that involves communication skills. With regard to verbal and non-verbal communication and in addition to the symbolic exchange of information, a crucial part of work and private life. This research will focus on the effectiveness of the courses in communication skills on employment of the graduate students. This is because it emphasises on the importance of these courses by pointing out how they help the students during placement interviews, through enhancing skills like presentation, writing, listening and interpersonal communication skills.

The present study was carried out in Beed District in State of Maharashtra state in India and around 300 students of the age group of 18-24 years were selected who did communication skills courses either in online or offline mediums. Hypothesis testing employed the use of multiple regression statistical method in the analysis of the quantity data. The findings show that communication skills training has a positive correlation with students' performance at interviewing in placement. The analysis showed that oral and written communication were recognised as the most significant factors while non-verbal communications were considered to be less significant. The study also found that for those that were educated in vernacular languages there are some barriers that slow their communication in English hence limiting their chances of employment.

Such findings thus emphasize the need for communication skills courses in boosting graduates' prospects of obtaining employment upon completion of their degrees by expanding their interpersonal and instrumental interactional competence. The study finds it necessary for the previous non-English language students in their academic learning to obtain this training in an effort to benefit from a global market job niche.

Keywords: Skills, Graduates, Employability.

Introduction:

Communication is the act of conveying or receiving ideas, thoughts, information or opinions using words, gestures or symbols. It is used in all spheres of life including communication to express ideas, emotions and feelings, to establish interpersonal relationships, to manage a group or to succeed at a job interview. This is because the advancement in industries and international markets has bolstered competition that necessitates an efficient means of conveying information in the 21st century. As a result, employers are now looking for well-qualified individuals with not only technical knowledge but also well-developed verbal and written skills. However, there is a misconception among most of the undergraduate students, where they do not correlate communication skills to job readiness. Realising this, many institutions of learning have trickled down compulsory communication skills courses in preparation for the job market. These courses are intended to develop and improve various skills, especially during interviews, while presenting, writing, listening, as well as interpersonal communication. However, the extent to which these courses actually improve employability remains unclear, prompting this study: "An Empirical Analysis on the Importance of Communication Skills Courses in Improving Employability of Graduate Students." The main research questions include: The impact of communication skills courses on student performance in placement interviews as well as The factors leading to students' decision to attend these courses. The second research question is to determine if an education through vernacular languages hinders the students from speaking and writing in English. Scholars have suggested that communication skills assume a considerable role in determining employability of a student. Sometimes, students are rejected not because they lack some technical aspects, but because they cannot effectively communicate. Hiring organizations in the current world have been expanding the importance of communication skills in employees as a result, more educational institutions especially those that offer technical education have included the set skill as learning needs. In this research, about 300 undergraduate students from Beed District of Maharashtra, India, who have completed the communication skills courses were selected over the state of Beed.

Of the 300 questionnaires collected only 179 were used for the studies the others were discarded because of been missed valued. The study indicates that the communication skills training enhances the performance of student's during placement interviews especially on the oral and written communication skills.

Also, the findings of the study indicate that students who were educated with vernacular languages have difficulties in expressing themselves in English, more so, the students' former medium of instruction and perceived difficulty in learning English hinders their mastery of the language. The study indicates that there is a gap in interaction skills as students' training hence the importance of embracing communication skills training to better the students in their job placements.

From these dynamics, this study seeks to offer understanding on communications skills courses, its relevance in job market preparedness, recommendations for the students and educational institutions.

Literature Review:

Communication is regarded as the passing of the information from the source of the information through vocal and nonvocal means to the recipient of the information. It also includes the exchange

of ideas, information and opinions with the specific objectives. Besides, this information can also be transferred via using signs and symbols. Communication is all set to begin when the sender transmits the information or the message employing certain instruments or channels and this is followed by the receiver acknowledging it.

The verbal, written, social are the three communication skills that students should constructs and sub-constructs and should equip with them before they enter/ venture into the working world. Students should get develop with those skills by practicing it through group discussions and presentations and should also get familiarized with the real world communication (Zanaton Haji Iksan, Effendi Zakariaa, Tamby Subahan Mohd Meeraha, 2011).

English language skills and fluency with accuracy in conversation with other person had become a prerequisite for success and advancement in many fields of employment in today's world (Sunil K. Mishra and Parul Mishra). Communication skills in today world are a tool to projects one image, experience, wisdom upon other. Communication skills like speaking, writing, reading, listening are the fundamental ingredients for the growth of any individual in any profession field. A good communication help ones to understand the person or situation and enables to resolve the issues, differences, build trust and respect, and create environment which creative ideas, problem-solving, affection and caring can flourish. Effective communication skill helps us to easily connect with our friends. Behavior and one's effectiveness is determined to great extent by communication. In this world everyone is different in their ways and hence perceives the things in their ways; therefore serve as guide to do effective communication to others. Because of effective communication handling of appropriate skills become easy depend upon their success level, nature and scope. Sometimes in recruitment or selection process wonderful opportunities can turn into disasters because of communication skills. Both verbal and active listening skills make the baseline because in the present era of cut-throat competition, for professional success, they need to be sure of the audience's attention and professionals should speak in proper reasonable pace and in variable tone and make sure that audience show interest and are engaged. Having good communication skills gives a person an edge in getting the job, managing workload, the confidence of presenting himself professionally and ensures that the growth chart of his career as a professional is always rising. Today corporate and entrepreneur are in search of candidate who is hardworking, adaptable, having good degree and with required skills and communication skills also play an important role in it. Communication skills are key to success in any field because the language used is full of Jargon. Development of communication skills further leads to interpersonal skills and finally increasing the chances of employability and if not prepared sometimes reflects the negative side for employability. Communication elevates one to an honorable height. Recipient of communication are one who has large and vast experience. Communication is the thing which enlarges and enlightens people experience, stimulates and enriches ones imagination; and also creates a responsibility for vividness of statement and thought and the accuracy. Effective communication colors life as sun colors the flowers. Communication and education are the stones on which the country can build its democratic

salvation, and country will be built not on stone but on brains, not on cement but on enlightenment (Sunil K. Mishra and Parul Mishra, 2020).

Effective communication could help to improve our relationship at workplace, in social situations, and at home by deepening and strengthens our connections to others and improves the teamwork, decision-making, and problem solving. It enables even to convey negative message without creating conflicts or destroying trust. Effective communication also leads to manage our stress, as well as manage our emotions while communicating to other (Poojaba Rana, 2015).

Professional skills had become one of the most important factors while doing the recruitment process, and of that communication skill plays very important role in that. This is been agreed by many HR Director as well because it plays very crucial role for employee to be satisfied with his job (Samuel Fernández-Salineró 1, Ángel García Collantes , Francisco Rodríguez Cifuentes and Gabriela Topa, 2020).

People in organization usually spend more than 75% of their daily time in communicating through reading, writing, listening, speaking etc. Effective communication is an essential component for organization to be successful, weather it is interpersonal or intra group organization or external levels. Out of every 100 interview only 5 candidate are selected, it not because they lack technical skills it is due to lack of communication skills. Communication skills are also important as technical qualifications for youngsters who are aiming at a bright career. Communications hold the key. Poor communication skills, low confidence levels and improper body language have bad results in the job race. The recruited candidate mat be sometimes asked to deal with global client. The command over the language and accent neutralization also plays a vital role in the recruitment process (Dr. Peena Thanky, 2014). It is high time to accept the importance and necessity of possessing good communication skills with professional degree.

Many of students sometimes possess negative perception regarding communication skills courses though they have positive attitude towards it. It is due to language background that they had come from when they get admitted in first year of their graduation degree many employers actually measure the competence of job application in many skills before making offers of employment. Companies usually want to put their best and proper face forward by using good communication. The purpose is to create a positive impression about them. (Gogovi, Gborsong, Yankah and Essel, 2006) in paper suggested and agree that the study of communication skills would not only be useful to students for enhancing their academic performance but would be of immense help to students in the job market. Communication Skills course helps students a lot in the job market especially in interviews when they are fresher and trying to get job therefore courses will be helpful to them if students take the course seriously and strive to work hard at it.

Indian former Prime Minister Mr. Jawaharlal Nehru once said that, “The destiny of a nation is shaped in her classrooms”. Communication skills cannot be taught but it can be developed through proper training, dedication and hard work. It is need for students to develop their proper

communication skills at graduation level. The corporate world also accepts the high skilled candidate who satisfies their needs. The aim of students should be to develop all the abilities and skills which would be required by them in business world to make them successful. If we neglect the importance of communication skills, our students never fulfill the expectations of business world. The engineers role is been widen because of increasing pressure and challenges faced by them in profession. Professional authorities in Multi-National companies always expect that their employees should possess good communication skills along with technical competency. The effectiveness with which information is absorbed and publicizes can lead to success of employee (Rajendra Mahajan, 2015).

Universities need to reflect industry (and social) demands by passing on to graduates the required skills so that students can maintain relevance in today co-operate world. Isolating into separate subjects those particular skills recognized as necessary, such as oral communication skills, will not facilitate reinforcing the desired behaviour unless they are incorporated into engineering subjects under graduate engineers in Maharashtra state of India (Arun S. Patil Marc J. Riemer, 2004).

Smith (2005) in his research stressed on the fact that communication skills are utmost important for succeeding as well as advancing in the complex and constantly changing international global market place. Abbasi et al. (2011) established the importance of communication skills for the development of entrepreneurial skills as well as education. Thus, setting a place in market and helping an entrepreneur in development of relations with his community.

Group activities should be organized so that they will learn to coordinate and cooperate with each other. Whiling developing communication skills much importance should be given to oral communication as communication all start with it (Dr. Rupa Rathee & Ms. Pallavi Rajain, 2018).

Effective communication is the unique dimension of managerial competence. Communication is the basic tool for managers to make decision in groups, for motivating employees, managing teams and coordinating with members of organization in order to fulfill their responsibilities. Listening to others properly, convincing others as well sharing ideas to others are things which managers should be able to do.

Communication skills are developed with the help of proper training, dedication to learn and to some extent hard work. Hence students should be provided with appropriate opportunity to learn communication skill at graduation level. Students should have the aim to develop all the abilities and skills which required in business world to make them successful (Cho Cho Khaing, Ei Ei Thar, Aye Khaing, Nwai Yee Lae, 2019). They had also explained 7'C of communication which are required for effective communication i.e. Clear, Correct, Complete, Concrete, Concise, Consideration, Courteous.

Gender variables had an great influence in level of communication of students (Muge Yilmaz, Hatice Kumcagizb, Seher Balci-Celikc, Zerrin Eren, 2011).

It is been found that due to the inability to speak and communicate in English there is hindrance in development of person professional as well as personal growth (Simona Simon, 2013).

It is important for students to develop good communication skills so that they could not just market themselves well, but they could also become effective English teachers and team players at the workplace (Shakiratul Hanany Abd Rahman, 2013).

Significance of listening and interpersonal communication in developing aspects of professionalism in students and emphasized the important of providing opportunities within occupational therapy education curricula that facilitate and enhance students' learning skill and for application of active listening and communication skills. Thus students will be able to develop their self-identity and to successfully complete course programs and gain them with professional attributes required for their job (Ted Brown, Mong-lin Yu, Jamie Etherington, 2020).

Communication: Originating from the Greek term meaning "to share," communication is the transfer of ideas, facts, opinions, or emotions between people. It can be verbal or non-verbal and spans multiple forms like face-to-face interactions, digital communication, and social media. Effective communication is fundamental to human relationships and has evolved significantly over time.

Importance of Communication: Communication is vital in all areas of life, fostering clarity, rapport, problem-solving, and collaboration. It helps students build confidence and respect and is highly valued by employers for career success. Without effective communication, technical skills are insufficient.

Communication Skills at the Workplace: Effective communication is crucial for productivity, team building, growth, innovation, and conflict resolution. Poor communication leads to misunderstandings and reduced morale.

Application of Marketing Concepts: Marketing involves creating and delivering value to meet target market needs. This study focuses on market segmentation by geography (Maharashtra) and demographics (students aged 18-24 pursuing graduation) and targets those who have studied communication skills.

Research methodology:

This particular research work uses basically a survey approach which seeks to build on previously developed theory but add new variables and factors to the theory. The study implies use of data from sample population to make statistical inference with the intention of coming up with general conclusions. Quantitative research is basically carried out through the use of numbers as a mean of data collection which is measured or presented in statistical form. This research seeks to explore how graduate students driving around the interview performances with specific reference to Communication skills courses as well as look for factors that help students perform well during

placement interviews. Spanning across two months in Beed District of Maharashtra, the research target the communication skills course undergraduate students aged 18-24 years. Questionnaire was responded by 179 respondents only. Information was obtained from the respondents through a set of structured questions, that is closed ended questions in a structured questionnaire, which was divided into two parts, on demographic data and communication skills questions. To assess the responses, Likert type interval scale with the rating of 1 as Strongly Agree, 2 as Agree, 3 as Neutral, 4 as Disagree and 5 as Strongly Disagree.

Assumptions

The research is based on the following assumptions: The research is based on the following assumptions:

1. The participants herein have undergone through communication skills courses.
2. Participants who took the survey are either in their university or college, or have recently graduated.

SAMPLE SIZE CALCULATION:

According to Krejcie and Morgan formula for non-probability sampling:

$$\text{Sample size} = (ZS / e)^2$$

Where, Z= Level of significance
S= Standard deviation
e = permissible error

Therefore, Z = 1.96 (5% level of significance)
S = (5-1)/6 = 4/6 = 0.67
e = 0.10 (10% error of margin)
Sample size = $(1.96 * 0.67 / 0.10)^2$
= 169

Hence the sample size is 179.

Data Analysis and Interpretation:

An overall of three hundred questionnaires were administered with one hundred seventy nine returned. These were shared through the social platforms. Among the 179 respondents, 42 percent, 8% (77) was female and 57. 2% (103) were male. 98.5% of the respondents were students, 95% of whom were 18-24 years old and, 84% of whom have communication skills courses. The participants were or are currently undertaking or have completed their degrees in different fields.

Data Analysis and Interpretation

The raw data which is collected from students by circulating the questionnaire through media are qualitative in nature and these raw data's are analyzed with the help of the software known as SPSS so as to draw the conclusion. The output is as follows: The output is as follows:

Hypothesis:

Null hypothesis (H₀):

- There is no significant association between communication both written and oral communication and the performance of graduating students in placement interviews.

Alternative hypothesis (H₁):

- There is significant association between communication both written and oral communication and performance in placement interviews of students of graduation.

Output of Multiple Regression Analysis:

	Mean	Std. Deviation	N
Employability	2.5229	1.11152	179
Oral Communication	2.5173	1.09081	179
Written Communication	2.5994	1.11670	179
Nonverbal Communication	2.5430	1.11486	179

Table no.1: Descriptive Statistics

Model	Variables Entered	Variables Removed	Method
1	Non-verbal Communication Written Communication Oral Communication		Enter

Table no.2: Variables Entered/Removed

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.932 ^a	.869	.866	.40617	1.708

Table no.3: Model Summary

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	191.046	3	63.682	386.017	.000 ^b
Residual	28.870	175	.165		
Total	219.916	178			

Table no.4: ANOVA

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.085	.078		1.086	.279		
Oral Communication	.592	.102	.581	5.807	.000	.075	13.339
Written Communication	.241	.077	.242	3.135	.002	.126	7.924
Non-verbal Communication	.127	.084	.127	1.507	.134	.105	9.497

Table no.5: Coefficients

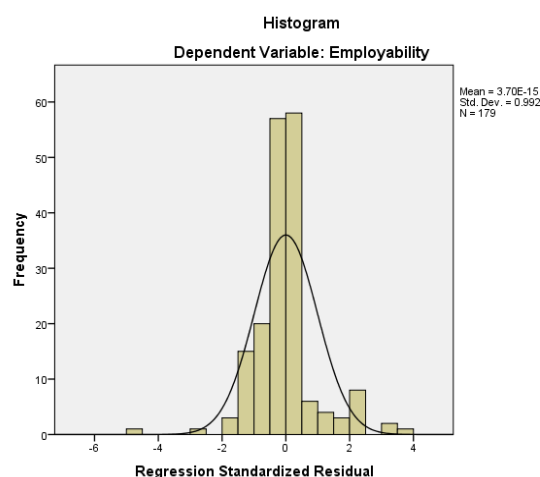


Fig no.1: Histogram



Fig no.2: Scatterplot

Interpretation:

The output is as follow:

1. They satisfy all the assumptions of multiple linear regression analysis with significance level of 0.05.
2. Indeed, there is a positive relationship between courses offered under communications skills and placement of students performance during graduation.
3. From the ANOVA table the significant value is $0.00 < 0.05$ findings indicate that there is a positive relationship between the courses in communication skills and performance of students in placement interview during their graduation. Therefore the coefficients of the other variables in the second model are accepted and the coefficients of the control variables in the first model are rejected.

Thus we accept the second hypothesis of the study namely the partial hypothesis of – H1.

4. As it is observed from the COEFFICIENT table, among all the variables used oral communication and written communication are found to be more important for the students during the placement as the significant value is < 0.05 , but non-verbal communications do not affect much in the placement for graduation students.

5. From the above table which is MODEL SUMMARY, the value of adjusted R square is 0.449 which sums up to mean that dependent variable placement performance of graduation students is accounted for by independent variables (oral communication, written communication, non-verbal communication) ie communication skills courses accounts for . It required 6% placements performance of students during the graduation.

Hence the regression equation is: $Y = 0.85 + 0.592(X_1) + 0.241(X_2) + 0.127(X_3)$

Where,

Y= Dependent variable i.e. placement performance of students during graduation.

X₁, X₂, X₃= Independent variable i.e. oral communication, written communication, non-verbal communication.

Constant= slope= 0.85

The equation simply signifies that if value of X₁, X₂, and X₃ are known then value of Y can be calculated. Thus it satisfies first objectives that there is impact of communication skills courses and performance in placement interview of students during graduation.

Findings:

The research also brought out the fact that communication skills courses yielded a lot of improvement in both the verbal and the written skills of the students. The students also enhanced their speaking skills, pronunciation, the speed at which they speak, and the overall accuracy that they use while speaking. The courses also benefited them to network, develop interpersonal commercial relationships, improve on personal presentation, and to communicate simple and complex messages while having an improved understanding of others. Also, students claimed to find improvements of their politeness, humbleness and paying more attention as they curb the use of filler words and pauses.

This resulted to the students being well conversant in English, and forming many sentences in the language than in their home language, they improved their Writing professionally grades. On the same note, some students had also comprehensive their reading exercise as well as time on the activities. Accurate use of spoken words was deemed appropriate and befitting on them; they acquired the right intonation, stance and gestures, and reduced shyness and nervousness thus developing leadership and neatness.

Among the findings of the research was the fact that the recruiters buy candidates with the right accent, courtesy, humility and good interpersonal skills. On the basis of above multiple regression analysis the value of 'O' is found out to be '0. '00 ($p < 0. 05$) affirmed a positive correlation between the taking of communication skills courses and performance in placement interviews. To be specific, perceived skills regarding oral and written communication were found to be critical in the form of Interview performance. This study also revealed that students who were taught in their local languages up to higher secondary level experienced deficit in English communication, thus made them to enroll in these courses.

Conclusion:

Altogether, the study finds that 'Communication Skills' courses help give better results in general placements during the course of graduation. This pressure is impressive, and learning in childbirth is high at 86% . The above courses therefore, account for 6% variation in the placement performance. In the process some of the critical success factors that were mentioned included oral

and written communication skills. Out of 179 respondents, 38.3% indicated that being educated in Marathi up to the 12th grade led to challenges in speaking or writing in English, which motivated them to take communication skills courses.

Some of the findings made were that students who have been schooled in their regional languages, especially Marathi, tend to struggle while speaking English.

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