

HUMAN RESOURCE MANAGERS' AND BUSINESS COMMUNICATION STUDENTS' PERCEPTION OF SELECTED COMMUNICATION COMPETENCIES

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INTRODUCTION

For years, research studies and journal articles have emphasized the importance of communication skills. Today these communication skills have become that much more essential in obtaining employment and advancing in a business career. What business communication skills do university business graduates need? The literature in recent years has been abundant concerning needed business communication skills and abilities. What business communication competencies do human resource managers and business communication students believe are most important? Are colleges and universities providing graduates with the needed business communication competencies required in the business world?

OBJECTIVE OF THE STUDY

The main objective of this study is to determine human resource managers' and business communication students' perceived value of selected business communication competencies.

PROBLEM STATEMENT

The problem of this study is to determine which business communication competencies human resource managers and business communication students view as most essential. The business communication competencies studied include:

1. writing and speaking competencies
2. interpersonal/collaborative competencies and
3. global communication competencies.

METHODOLOGY

Communication skills used for this study were obtained from the following sources: various research studies identifying critical management skills, a locally developed College of Business and Technology advisory group listing of skills and knowledge essential for a business major, and from various journals and business communication textbooks. After identifying the business communication skills, a questionnaire was developed and mailed to human resource managers in the 200 largest companies in the Dallas/Ft.Worth area. The same questionnaire was also administered to students enrolled in business communication classes. The following scale was used by human resource managers and business communication students to evaluate each competency: 4=Extremely Essential, 3=Highly Essential, 2=Essential, 1=Not Essential.