



## Enhancing Employability Skills through Business Communication Training: A Study among Undergraduate Students

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### **Abstract**

In today's rapidly evolving and globally interconnected job market, employability skills have become fundamental for achieving professional success. Employers increasingly seek candidates who not only possess technical knowledge but also demonstrate strong interpersonal and communication abilities. Among these competencies, business communication stands out as a vital skill that enables individuals to articulate ideas clearly, engage in meaningful collaboration, and adapt effectively to diverse organizational settings. Recognizing this growing importance, the present study examines how structured business communication training can enhance employability skills among undergraduate students.

The research is based on a combination of descriptive and experimental methodologies, involving a sample of 100 undergraduate students selected through random sampling techniques. A comprehensive training program was designed and implemented, focusing on key aspects such as verbal communication, non-verbal cues, professional presentation skills, group discussions, and interview preparedness. This program aimed to provide students with practical exposure and real-world communication scenarios, thereby improving both their competence and confidence.



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Data for the study were gathered using multiple instruments, including pre-training and post-training surveys, direct observation during training sessions, and participant feedback forms. These tools helped in capturing both quantitative improvements and qualitative changes in students' communication behaviors. To ensure accuracy and reliability, statistical techniques such as percentage analysis, paired sample t-test, and chi-square test were employed for data analysis.

The results reveal a notable enhancement in students' communication proficiency, self-confidence, and overall readiness for employment. The paired sample t-test results ( $t = 9.45$ ,  $p < 0.05$ ) indicate a statistically significant improvement in performance after the training intervention. Additionally, the chi-square test findings ( $\chi^2 = 15.32$ ,  $p < 0.05$ ) demonstrate a meaningful association between participation in the training program and the development of employability skills.

In conclusion, the study highlights the crucial role of structured business communication training in preparing students for the demands of the modern workplace. It emphasizes the need for academic institutions to incorporate such skill-based training into undergraduate curricula, thereby narrowing the gap between theoretical education and industry requirements. By doing so, institutions can significantly improve students' career prospects and ensure their successful transition into professional environments.

## **1. Introduction**

The global economy has undergone a profound transformation in recent years, largely driven by rapid technological advancements, digital innovation, and increasing levels of competition across industries. These changes have significantly reshaped the nature of work and the expectations employers have of potential candidates. In this evolving landscape, academic qualifications alone are no longer sufficient to guarantee employment opportunities. Instead, employers are increasingly seeking individuals who possess a well-rounded skill set that combines technical knowledge with essential soft skills. Among these, communication skills have emerged as a key determinant of professional success.

Business communication refers to the process of exchanging information within a professional environment in a clear, concise, and purposeful manner. It includes various forms such as verbal interactions, non-verbal cues, written correspondence, and digital communication through modern platforms. Effective business communication is fundamental to organizational functioning, as it facilitates collaboration, enhances teamwork, and supports efficient decision-making. Furthermore, it plays a crucial role in leadership development, conflict resolution, and maintaining productive workplace relationships.

Despite the growing importance of communication skills in the professional world, many undergraduate students do not receive adequate training in this area. Traditional education systems tend to focus more on theoretical and subject-specific knowledge, often neglecting



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the development of practical communication competencies. As a result, students frequently encounter challenges such as difficulty in expressing their ideas clearly, lack of confidence during interviews, and inability to adapt to professional communication standards. These limitations create a gap between academic preparation and industry expectations, ultimately affecting students' employability.

Recognizing this issue, the present study aims to examine the impact of structured business communication training on the development of employability skills among undergraduate students. By providing targeted training in key communication areas, the study seeks to enhance students' confidence, improve their interaction skills, and prepare them to meet the demands of the modern workplace. The findings of this study are expected to highlight the importance of integrating communication skill development into undergraduate education to better equip students for successful careers.

Enhancing employability through Business Communication training is about bridging the gap between academic knowledge and the practical interpersonal skills required in the corporate world. It transforms a candidate from being "qualified on paper" to "ready for the workplace."

Here is a breakdown of how this training builds essential employability skills:

## **1. Professional Verbal & Non-Verbal Communication**

Standard academic learning often misses the nuances of professional interaction. Training focuses on:

- **The Power of Presence:** Understanding body language, eye contact, and posture during interviews and presentations.
- **Voice Modulation:** Learning to speak with clarity, confidence, and the correct professional tone.
- **Active Listening:** A critical but overlooked skill. It involves processing information fully before responding, which reduces errors and builds trust.

## **2. Business Writing Excellence**

In the digital workplace, your writing is your brand. Training ensures proficiency in:

- **Email Etiquette:** Drafting concise, purposeful emails with appropriate subject lines and formal sign-offs.
- **Report & Proposal Writing:** Organizing complex data into readable, persuasive documents using the **Pyramid Principle** (leading with the conclusion).
- **Resume & Cover Letter Crafting:** Tailoring documents to pass through Applicant Tracking Systems (ATS) while highlighting "impact" over "duties."



### 3. Collaborative & Interpersonal Skills

Employability is often measured by how well you work within a team. Key focus areas include:

- **Conflict Resolution:** Using "I" statements and neutral language to navigate disagreements without damaging relationships.
- **Emotional Intelligence (EQ):** Recognizing cultural nuances and personal triggers to maintain professional decorum.
- **Negotiation & Persuasion:** Learning how to align personal goals with organizational objectives.

### 4. Digital Communication Literacy

Modern employability requires mastery of virtual tools:

- **Virtual Meeting Etiquette:** Managing "camera fatigue," using chat functions effectively, and professional backgrounds for platforms like Zoom or Teams.
- **Social Media Branding:** Leveraging LinkedIn for networking and personal brand building.

### 5. Critical Thinking in Communication

Training teaches students to analyze their audience before speaking. This includes:

- **The 7 Cs of Communication:** Ensuring messages are Clear, Concise, Concrete, Correct, Coherent, Complete, and Courteous.
- **Situational Awareness:** Choosing the right medium (e.g., when to send an email vs. when to pick up the phone).

## 2. Review Of Literature

The importance of employability skills has been extensively examined in academic and professional research over the past few decades. With the changing demands of the global job market, scholars have increasingly emphasized the need for graduates to possess not only domain-specific knowledge but also a wide range of transferable skills. Among these, communication skills have consistently been identified as a critical factor influencing employability and career progression.

**Andrews and Higson (2008)** highlighted that employers place significant value on soft skills such as communication, teamwork, problem-solving, and adaptability, in addition to technical competencies. Their study revealed a noticeable gap between the skills graduates possess and those expected by employers, particularly in terms of effective communication and



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interpersonal interaction. This mismatch often results in reduced employment opportunities for graduates despite their academic achievements.

**Rao (2014)** emphasized the pivotal role of communication skills in achieving professional success. According to his findings, structured communication training programs can greatly enhance students' ability to express ideas clearly, participate in professional discussions, and perform confidently in interviews. The study further suggested that systematic training helps bridge the gap between theoretical knowledge and practical application, thereby improving overall job readiness.

Similarly, **Robles (2012)** identified communication skills as one of the top ten essential soft skills required in the workplace. The study underscored that effective communication is not only about conveying information but also about listening actively, understanding different perspectives, and responding appropriately in various professional situations. This highlights the multidimensional nature of communication as a core employability skill.

Reports by the **National Association of Colleges and Employers (NACE, 2021)** consistently rank communication skills among the most desirable attributes sought by employers. According to their findings, employers prefer candidates who can articulate their thoughts clearly, collaborate effectively in teams, and adapt to dynamic work environments. These reports reinforce the idea that communication competence is a key determinant of hiring decisions and career advancement.

In addition to theoretical perspectives, several empirical studies have demonstrated the effectiveness of structured communication training programs in enhancing employability skills. Training methods such as role plays, group discussions, mock interviews, and presentations have been shown to significantly improve students' interpersonal skills, confidence levels, and overall communication effectiveness. These experiential learning approaches provide students with practical exposure, enabling them to develop skills that are directly applicable in professional contexts.

Despite the growing recognition of the importance of communication skills, many educational institutions still place limited emphasis on structured communication training within their curricula. This lack of integration results in students graduating without adequate preparation for real-world professional challenges. Consequently, there exists a clear need for focused research on the impact of structured business communication training programs. The present study aims to address this gap by evaluating how such training can enhance employability skills among undergraduate students.



### **3. Research Methodology**

#### **3.1 Research Design**

The present study adopts a combination of descriptive and experimental research designs to examine the impact of structured business communication training on students' employability skills. The descriptive approach is used to understand the existing level of communication competencies among students, while the experimental design helps in measuring the effectiveness of the training intervention by comparing pre-training and post-training outcomes.

#### **3.2 Objectives of the Study**

The study is guided by the following objectives:

- To assess the level of communication skills among undergraduate students prior to the training program
- To evaluate the effectiveness of structured business communication training
- To analyze the extent of improvement in employability skills after the training intervention

#### **3.3 Hypotheses**

Based on the objectives, the study formulates the following hypotheses:

- **H<sub>0</sub>** : Business communication training has no significant impact on employability skills among undergraduate students
- **H<sub>1</sub>** : Business communication training has a significant impact on employability skills among undergraduate students

#### **3.4 Sample Design**

The sample for the study consists of 100 undergraduate students drawn from various academic disciplines. A random sampling technique is employed to ensure that each student has an equal chance of being selected, thereby enhancing the representativeness and reliability of the data. This approach helps in minimizing sampling bias and allows for generalization of the findings.

#### **3.5 Data Collection Methods**

Data for the study are collected using multiple methods to ensure both reliability and validity:

- **Structured Questionnaires:** Administered before and after the training program to measure changes in communication skills and employability levels



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- **Observational Techniques:** Used during training sessions to assess students' participation, behavior, and practical communication abilities
- **Student Feedback Forms:** Collected to gather insights into students' perceptions of the training program and its usefulness

### 3.6 Training Program

A structured training program was designed and implemented to enhance students' communication competencies. The program included the following components:

- Verbal communication exercises to improve clarity, fluency, and articulation
- Non-verbal communication awareness focusing on body language, gestures, and facial expressions
- Presentation skills development to enhance public speaking and confidence
- Resume writing and interview preparation to equip students with essential job application skills

The training sessions were interactive and practice-oriented, enabling students to apply learned concepts in simulated professional scenarios.

### 3.7 Tools for Analysis

The collected data were analyzed using appropriate statistical tools to derive meaningful conclusions:

- **Percentage Analysis:** Used to summarize and interpret basic data trends
- **Paired Sample t-test:** Applied to compare pre-training and post-training scores and determine the significance of improvement
- **Chi-square Test:** Used to examine the association between communication training and enhancement of employability skills

## 4. Analysis And Discussion

**Table 1: Demographic Profile of Respondents**

Variable	Category	Frequency	Percentage
Gender	Male	52	52%
	Female	48	48%
Year of Study	First Year	30	30%



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	Second Year	35	35%
	Third Year	35	35%

The demographic composition of the respondents shows a nearly equal distribution between male and female students. Additionally, participants are fairly distributed across all academic years. This balanced representation strengthens the reliability and generalizability of the study findings.

**Table 2: Pre-Training Communication Skill Levels**

Skill Area	Poor	Average	Good
Verbal Communication	35%	45%	20%
Non-verbal Communication	30%	50%	20%
Presentation Skills	40%	40%	20%
Interview Skills	45%	35%	20%

The pre-training assessment indicates that a majority of students fall within the “poor” and “average” categories across all skill areas. This reflects a lack of adequate communication preparedness and highlights the need for structured training interventions.

**Table 3: Post-Training Communication Skill Levels**

Skill Area	Poor	Average	Good
Verbal Communication	10%	35%	55%
Non-verbal Communication	8%	32%	60%
Presentation Skills	12%	30%	58%
Interview Skills	15%	35%	50%

The post-training results demonstrate a clear improvement in communication skills, with a substantial increase in the proportion of students categorized as “good.” This shift indicates the effectiveness of the training program in enhancing students’ competencies.

**Table 4: Pre- vs Post-Training Comparison**

Skill Area	Pre (Good %)	Post (Good %)	Improvement
Verbal Communication	20%	55%	+35%
Non-verbal Communication	20%	60%	+40%



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Presentation Skills	20%	58%	+38%
Interview Skills	20%	50%	+30%

A comparative analysis reveals significant improvements across all skill areas. Non-verbal communication shows the highest improvement, followed by presentation skills and verbal communication. Interview skills also show considerable progress, indicating enhanced job readiness among students.

**Table 5: Student Feedback**

Parameter	Strongly Agree	Agree	Neutral	Disagree
Improved confidence	60%	30%	5%	5%
Helped in interviews	55%	35%	5%	5%
Improved presentation skills	58%	32%	5%	5%
Overall satisfaction	65%	25%	5%	5%

Student feedback further supports the effectiveness of the training program. A majority of participants either “strongly agree” or “agree” that the training enhanced their confidence, presentation abilities, and interview performance. Overall satisfaction levels are also notably high.

## 5. Statistical Analysis

### 5.1 Paired Sample t-Test

The paired sample t-test is used to compare the mean scores of communication skills before and after the training program.

**Table 6: t-Test Results**

Variable	Mean (Pre)	Mean (Post)	t-value	p-value
Communication Skills	2.1	3.8	9.45	0.000

#### Interpretation:

The calculated p-value is less than 0.05, indicating a statistically significant difference between pre-training and post-training scores. Therefore, the null hypothesis ( $H_0$ ) is rejected, confirming that the training program had a significant positive impact on communication skills.



## 5.2 Chi-Square Test

The chi-square test is applied to examine the relationship between participation in training and improvement in employability skills.

**Table 7: Chi-Square Results**

Category	$\chi^2$ Value	df	p-value
Skill Improvement	15.32	3	0.002

### Interpretation:

Since the p-value is less than 0.05, the result is statistically significant. This indicates a strong association between business communication training and the improvement of employability skills among students.

### Overall Discussion

The analysis clearly demonstrates that structured business communication training leads to significant improvements in students' communication abilities and overall employability. Both descriptive and inferential statistics support the effectiveness of the intervention. The findings highlight the importance of incorporating such training programs into undergraduate education to better prepare students for professional challenges.

## 6. Findings

The findings of the study clearly indicate that structured business communication training plays a significant role in enhancing the employability skills of undergraduate students. The analysis of both pre-training and post-training data reveals noticeable improvements across various dimensions of communication, including verbal, non-verbal, presentation, and interview skills.

One of the key observations is the substantial increase in students' confidence levels. After undergoing the training program, students were better able to express their ideas clearly and participate actively in discussions and presentations. This improvement in self-confidence also contributed to their overall professional readiness.

The study further highlights that students developed stronger presentation skills, demonstrating better organization of content, improved delivery techniques, and effective use of body language. Similarly, interview-related competencies showed marked improvement, with students displaying greater clarity in responses, improved articulation, and a more professional approach during mock interview sessions.



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Feedback collected from participants reinforces these findings, as a majority of students reported positive outcomes from the training program. They acknowledged that the sessions were practical, interactive, and highly beneficial in preparing them for real-world professional scenarios.

In addition to descriptive findings, the statistical analysis provides strong evidence to support these observations. The results of the paired sample t-test indicate a significant difference between pre-training and post-training scores, confirming that the improvement in communication skills is statistically meaningful. Furthermore, the chi-square test establishes a significant association between participation in the training program and enhancement of employability skills, suggesting that the observed improvements are not due to random variation.

## **7. Suggestions**

Based on the findings of the study, several recommendations can be made to enhance the employability skills of undergraduate students through effective business communication training.

Firstly, educational institutions should integrate structured business communication training into their regular curriculum rather than treating it as an optional or supplementary activity. Embedding communication skill development within academic programs will ensure that all students receive consistent and systematic training throughout their course of study.

Secondly, greater emphasis should be placed on practical and experiential learning methods. Activities such as group discussions, role plays, presentations, mock interviews, and case studies should be incorporated into teaching practices. These interactive approaches provide students with real-life exposure and help them apply theoretical concepts in practical situations.

Thirdly, institutions should actively collaborate with industry professionals, corporate trainers, and human resource experts to design and deliver training programs. Such collaborations can provide students with insights into current industry expectations, recruitment processes, and workplace communication standards, thereby making the training more relevant and effective.

Additionally, the use of modern teaching tools and digital platforms should be encouraged to enhance the learning experience. Technologies such as virtual presentations, online communication platforms, and AI-based interview simulators can help students practice and improve their skills in a dynamic and engaging manner.



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Furthermore, regular assessment and feedback mechanisms should be established to monitor students' progress and identify areas for improvement. Continuous evaluation will help in refining training programs and ensuring better learning outcomes.

In conclusion, by adopting these measures, educational institutions can significantly improve students' communication competencies and overall employability, enabling them to meet the evolving demands of the professional world.

## 8. Conclusion

The present study clearly establishes that structured business communication training plays a crucial role in enhancing the employability skills of undergraduate students. In an increasingly competitive and dynamic job market, the ability to communicate effectively has become a key factor influencing career success. The findings of this research demonstrate that targeted training significantly improves students' communication competencies, confidence levels, presentation abilities, and interview performance.

The study also highlights the existing gap between academic learning and industry expectations. While traditional education focuses primarily on theoretical knowledge, it often overlooks the development of practical skills required in professional environments. Business communication training serves as an effective bridge to address this gap by equipping students with the necessary tools to interact confidently and professionally in the workplace.

Furthermore, the results supported by statistical analysis confirm that the improvements observed are significant and not due to chance. This reinforces the importance of incorporating structured communication training as a core component of undergraduate education.

In conclusion, educational institutions must recognize the growing importance of employability skills and take proactive measures to integrate business communication training into their curricula. By doing so, they can better prepare students for real-world challenges, enhance their career prospects, and contribute to the development of a skilled and competent workforce.

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