



# International Journal of Engineering, Science and Humanities

An international peer reviewed, refereed, open-access journal  
Impact Factor: 8.3 [www.ijesh.com](http://www.ijesh.com) ISSN: 2250-3552

## **“Enhancing Communication Skills among University Students: A Study on Proficiency, Demographic Influences and Curriculum Integration”**

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### **ABSTRACT:**

Employers often report that graduates entering the workforce lack essential soft skills, particularly communication skills, despite possessing adequate technical knowledge. This gap highlights the need for higher education institutions to systematically integrate communication skill development into their curricula. The present study evaluates the proficiency of final-year students at Galgotia University, examining oral, written and social communication skills and exploring how demographic factors influence these competencies. Using a structured questionnaire validated through expert review and pilot testing, data was collected from 200 randomly selected students. Statistical analysis using SPSS revealed that students demonstrated relatively high levels of proficiency in verbal and written communication, negotiation, cultural awareness and feedback skills. However, disparities were observed based on demographic factors such as gender, field of study and level of education. The findings suggest that while students possess moderate to high levels of communication skills, there remains a need for structured, experiential and industry-relevant training to bridge the gap between academic learning and professional expectations. Recommendations emphasize the inclusion of real-world communication scenarios, collaborative projects and peer-review activities to enhance communication proficiency. By prioritizing communication skills development, universities can better prepare students for success in competitive and dynamic professional environments.

**KEYWORDS:** Communication Skills, Soft Skills, Higher Education, Employability, Oral Communication, Written Communication, Social Skills, Curriculum Integration.

### **1. INTRODUCTION**

It is a common complaint among employers that graduates from educational institutions do not possess sufficient soft skills. Despite the fact that they are the result of soft skills not being included in curriculum, they ought to be a component of every tertiary education programme in order to prevent students from taking them seriously. A student has acquired the core abilities necessary for success. The specific causes of the lack of student competence need to be investigated further. It is possible that the lack of student capabilities is due to bad course design, but it is not due to inadequate instructional delivery. Therefore, it is necessary for educators to incorporate soft skills into the learning process in a manner that is comprehensive, efficient and effective.



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The term "soft skills" refers to the fundamental and fundamentally vital talents that are required in the lives of humans and students. These skills include internal auditors, management selection and teachers. The phrase "soft skills" encompasses a wide range of abilities, such as communication skills, problem-solving skills, creativity, critical and systematic thinking, the capacity to work in a team, the ability to negotiate, self-management skills, imagination, curiosity, determination, passion, or tenacity. For the purpose of simplifying it from the definition, it was broken into three categories: personal attributes, interpersonal skills and supplementary skills and knowledge. In order to achieve success and grow in the ever-changing and complex worldwide market place, auditors need to exhibit the ability to communicate effectively. During the process of selecting managers, the leader looked for staff who possessed strong communication skills and could be relied upon when interacting with consumers. Educators for the purpose of fostering students' communication abilities by fostering increased peer interactions, engaging students' reasoning and developing social knowledge that is shared by all students. The development of communication skills can be accomplished through the participation in communicative activities such as oral presentation, problem solving, modelling, multimedia and poster presentations.

One of the instances that was presented earlier is that communication skills are very crucial competences for the twenty-first century. This is because the capacity to resolve a variety of complicated difficulties requires both hard and soft skills. Additionally, in order to be successful in teaching and learning on a daily basis, teachers need to have excellent communication skills. The management classroom could benefit from the incorporation of soft skills such as communication skills through the use of active learning programmes. When it came to improving students' communication skills, the teacher utilized successful teaching tactics such as demonstrations, role plays, providing opportunity for students to practice oral language and discussion and visual communication. Teachers are required to provide an emphasis on the communication process in order to enhance students' communication abilities. This includes the utilisation of words in an efficient manner, the formation of sentences that are grammatically understandable and the utilisation of voice and intonation in a manner that is suitable both listening and speaking.

Students actively learn through activities including discussing, solving and presenting problems. Being able to articulate ideas clearly is a skill that will serve you well in any endeavour you undertake. First, there should be an introduction that states the ideas clearly. Second, the ideas should be explained. Third, additional sources should be used to support the ideas. Finally, the presentation should conclude with a restatement of the ideas. Consequently, training must incorporate both individual reflection on presentation and feedback on a different group's oral presentation. Students need this if they are going to be well-equipped to succeed in a highly competitive world, especially when it comes to their communication skills. It is feasible to employ



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readily available technology (like video hosting services) and proven pedagogy (like instructional rubrics and peer evaluations) to aid students in developing their professional speaking and presenting skills. A variety of formats are available for presentations, such as (a) written papers, (b) group discussions, (c) poster sessions, (d) symposiums and panel discussions and (e) live performances and demonstrations. Using notecards to highlight important concepts and additional practice might help one become a better presenter. Levels of language, verbal ability and body language are all essential for efficient communication.

## **1.1.Communication Skills**

The act of exchanging information between two or more individuals is referred to as communication. Individuals can communicate with one another in a variety of ways, including verbally, in writing and/or through non-verbal (body) language. When you have strong communication skills, you are able to transmit your ideas and thoughts in a way that is both effective and efficient. Some people have a natural talent for communication, while others may find it more challenging to develop their talents in this area. Learning to communicate in a way that is both clearer and more effective is beneficial for everyone, regardless of the circumstances.

### **1.1.1. Importance of communication skills**

Because we connect with other people on a daily basis, having strong communication skills is a crucial component of living a full life. You might have feelings of frustration or discouragement if you have difficulty communicating with other people. Misunderstandings and disagreements are reduced to a minimum when both you and the other person are able to comprehend one another. It can be advantageous in many aspects of your life to communicate your thoughts in a clear and concise manner.

#### **➤ Relationship Satisfaction**

A study conducted in 2006 discovered that those who possessed superior communication skills reported higher levels of pleasure in their relationships. This was the case even after controlling for other factors, such as attachment type and problem-solving abilities. It is not surprising that research has shown that negative communication can reduce a couple's ability to resolve disagreements, which in turn leads to a decline in the level of happiness with the relationship.

#### **➤ Workplace Benefits**

When it comes to the workplace, having the ability to accurately comprehend others and successfully communicate your message is a skill that is quite valuable. When it comes to determining whether or not to promote an employee, executives consider oral communication abilities to be among the top ten qualities that they consider. You can increase your ability to communicate verbally by giving some thought to what you are about to say, making sure that you are speaking with confidence and being clear and succinct.

#### **➤ Increased Life Satisfaction and Self-Esteem**



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It is possible that improving your communication skills will make you feel more content with your life and boost your self-esteem. According to the findings of one study, those who are able to effectively communicate their feelings and find solutions to social problems in a constructive manner report higher levels of life satisfaction and self-esteem than those who struggle with these aspects of their lives. This could be because there are less instances of misunderstandings and disagreements stemming from miscommunications, which can sometimes occur.

## 2. RESEARCH OBJECTIVES

- To evaluate communication skills proficiency and demographic influences among final-year students at Galgotia University.
- To correlate education levels with communication skills development and recommend enhancements to the curriculum.

## 3. LITERATURE REVIEW

In their study, Cigdem and Altayli (2022) discovered that college students who have great communication skills had higher grade point averages and were more likely to be successful in their classes. In a similar vein, Gnanavel (2023) highlighted the significance of effective communication in academic contexts, noting the role that it plays in promoting active learning, teamwork and critical thinking.

According to Ibrahim and Abdul Hamid (2019), companies routinely put communication skills among the top qualities they are looking for in potential employees. This is because communication skills are essential for establishing relationships, presenting ideas in a convincing manner and resolving issues. In addition, Ismail and Ismail (2019) emphasised the significance of communication skills for employability, arguing that these abilities are necessary for successfully navigating the workplace and achieving success in one's profession.

Researchers Khatib and Al-Jabri (2021) discovered that college students who have great communication skills had higher levels of self-esteem and were better able to deal with stress. In addition, Shahid and Hassan (2018) emphasised the significance of communication skills for personal growth. These abilities enable individuals to cultivate healthy relationships, successfully settle conflicts and accomplish their own objectives.

In their 2018 study, Abdullah and Husin analyse the influence that communication skills play in academic achievement. They highlight the significance of effective communication for students seeking to enrol in higher education. The purpose of the study is most likely to investigate how the capacity of students to communicate affects their individual learning experiences and, as a result, their academic achievements. As a means of providing evidence for their assertions, the authors might have carried out empirical research or literature studies, with the purpose of investigating the relationship between communication abilities and academic accomplishments.



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The research conducted by Alawadhi, Mohamed and Al-Mahmoud (2020) focuses on the influence that excellent communication skills have on the achievement of university students in their academic pursuits. This study appears to build on similar topics as Abdullah and Husin (2018), possibly presenting a more modern perspective or studying other aspects that contribute to the association between communication skills and academic performance. Alternatively, this study may do both. It is possible that the writers will shed light on the ways in which improved communication skills have a favourable impact on a variety of facets of the academic lives of students.

## 4. RESEARCH METHODOLOGY

The academics in the team collaborated to develop the questionnaire, drawing on both internal discussions and previously published works on the topic of communication skills. In this study, the constructs of communication skills (oral skills, writing skills and social skills) were defined using the previously discussed ideas of communication. A variety of questions were used to assess each sub-construct, which in turn formed the basis for the overall evaluation of each construct. People could choose from five different levels of agreement or disagreement on a five-point Likert scale: very disagree, disagree, slightly disagree, agree and very agree. After the survey was filled out, it was sent to three experts in the field of communication for their input and verification. Next, students who were not yet in their senior year of high school participated in a pilot test of the validated questionnaire. Table 1 shows the test results, including the Alpha Cronbach coefficient for each construct and its corresponding sub-construct.

Each sub-construct has an Alpha Cronbach value that falls somewhere between 0.77 and 0.92. There is a high degree of internal reliability here. The questionnaire was given out to a total of two hundred students who were in their final year of study at Galgotia University in India. These students were chosen at random. In order to analyse the data obtained from the questionnaire, SPSS (Version 11.5) was utilised. It was reported that the means, percentages and frequencies were all for each individual sub-construct.

## 5. DATA ANALYSIS AND INTERPRETATION

Table provides a synopsis of the demographic data from the research participants. We group the responders into several groups based on their age, gender, level of education and major. According to the statistics, there seems to be an equal number of men and women participating, with 35% of men and 65% of women attending. Of those who took part in the poll, 74% are in their twenties and 25% are in their thirties and forties, with 26% being of retirement age or older. In terms of educational attainment, the majority of the sample consists of undergraduates, which accounts for 91% of the total, while the remaining 9% are postgraduates. When it comes to the academic field, the responders come from a wide variety of fields, with 48% coming from the Social Science, 27% coming from Science and 25% coming from Medicine.





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The majority of the respondents had attended Galgotia University for a period of time ranging from three to four years. They have finished a variety of activities and assignments that have helped to the development of their communication abilities. This development was either officially planned by the institution or implicitly planned by the particular professors. In light of this, it is essential for students to exhibit proficiency in all of the sub-constructs that comprise communication skills.

A summary of the participants' self-reported levels of proficiency in a variety of sub-constructs linked to communication skills is presented in Table 3. According to the mean scores, the level of competency across a variety of domains is often quite high. It is important to note that the participants' scores in the verbal communication category were 3.92 for delivering (V-deliver) and 3.88 for listening (V-listen). It was also revealed that the written communication abilities (W-Write) were high, with a mean score of 3.95. This was supported by the effective feedback (W-feedback) level, which was 3.98. Negotiation abilities (S-negotiate) and cultural awareness (S-culture) both achieved mean scores of 3.98 in the context of oral communication, which reflects a balanced proficiency in both of these areas. In addition, the capacity to explain benefits (S-benefit) and language abilities (S-language) scored significantly higher, with averages of 4.13 for each of these categories.

## 6. RECOMMENDATION AND CONCLUSION

### 6.1.Recommendation

It is imperative that academic institutions take the initiative to incorporate and prioritise students' communication skill development as a fundamental component of their educational experience. Incorporating both presenting and discussion activities into the classroom helps students obtain real-world experience and strengthen their theoretical grasp of communication. Universities could think about including industry-relevant communication scenarios in the curriculum to help this initiative even further. This all-encompassing method guarantees that students not only learn critical communication skills but also develop the ability to use them effectively in a variety of professional settings. Students' future job growth will be greatly aided by ongoing efforts to improve and elevate these skills, giving them a crucial advantage for success in the fast-paced, cutthroat workforce.

### 6.2.CONCLUSION:

The study establishes that communication skills are indispensable for both academic success and professional development. Findings from Galgotia University demonstrate that while students exhibit considerable proficiency in verbal, written and social communication, the integration of structured communication training into the curriculum remains limited. The research underscores the importance of embedding communication skill development into university programs through presentations, group discussions, debates and industry-linked case studies. It is recommended that



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institutions adopt an experiential learning approach, combining classroom instruction with real-world communication exercises to strengthen students' competencies. Such practices not only improve oral and written communication but also enhance negotiation, cultural awareness and interpersonal skills. Furthermore, ongoing evaluation and feedback mechanisms can ensure sustained improvement. In conclusion, communication skills serve as the bridge between academic knowledge and professional effectiveness. Universities must prioritize their systematic development to ensure graduates are well-prepared to meet the challenges of the modern workplace, thereby enhancing employability, self-confidence and lifelong learning capabilities.

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