



Exploring Effectiveness of Principles of Business Writing at Graduate Level in Pakistan

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Abstract

Business writing is a creative and dynamic process that primarily motivated the researchers to investigate the learners' individual differences and sort out their learning hindrances. The current study explores the problems faced by the students, while leaning principles of effective writing at BBA level. Business writing is critical aspect of business industry. The Survey was conducted to get response at COMSATS Institute Sahiwal in Pakistan. The SPSS version 16 was used to analyze the data. The results of the study revealed that students at graduate level face countless problems in preparing effective business drafts. It suggested that principles of business writing are essential to improve business life.

Keywords:

Practice, professional, effectiveness, hindrance, business writing, and Creativity

I. Introduction

Writing skill is a very important in all spheres of life across the world. In business field, it has specific value and Managers and employers expect the prospective blue collar workers to have art of effective business writing skills. Besides, business companies hire skilled employee to produce effective inscription for the sign boards and for other brochure to create quick response from market and attract the attention of the users. Apart from this, business drafts are given much more importance and enormously appreciated if the written material is prepared in a proper business language.

The study of speech, writing or language use of one person, either at one point in time or over a period of time , e.g. the language acquisition of a child over a period of one year. They face problems while writing letters, drafts, email and application. This aspect of writing has not been tamed by the trainers at educational institutions. Business writing became very active in the promotion of business writing and communication among teachers and students. The following review of the literature was made to reveal the importance of the principles of business writing.

Szpara (1992) conducted study on the importance of communication as center of education system and came to the conclusion that academic disciplines in education system usually demand and explain their role in the educational sector. The academic fields of business administration and engineering are specially related to career development. The discipline of communication is very essential to meet the phenomenon. Therefore it becomes necessary to give a reason for the study of communication. To be efficient in oral communication promises student's academic, personal, and professional success in life. They came to know that to only listen ineffectively during class is the cause of failure to comprehend the knowledge that is delivered by the teachers. This problem increases when they respond the asked questions incorrectly due to poor speaking skill. This response from students' side can force anyone to think that they are not informed accurately. Moreover, their speaking style may also be stereotyped expectation of poor ability. The students who are unable to ask teacher for guidance are unable to receive it accordingly. So their performance is slower in spite of having normal aptitude level.

Hanson and Williams (2008) conducted a study on Improving Self-Assessment and Communication Skills in an Engineering Statistics Course and came out with the findings that in an engineering classroom the students have a challenge to read different subjects at a time. So a student must have enough knowledge to solve his problem regarding this. For self-assessment the student must be able to transform his/her thinking into words rather than mere writing equations and formulas and the faculty must encourage students to change their habit.

Blaxell (2012) suggested the use of grammar to support students' communication skill and said that communication skills is considered as one of the most important ability by employers and a graduate attribute at ECU. Supporting her research she quotes Halliday's interpretation of register and says that grammar can play a vital role to support communication. She concludes that "if we are to consider the graduate attribute of "ability to communicate", there is a shared responsibility for both student and the university." This paper of her reflects the importance of business writing and her suggestions can be applied in COMSATS institution, Pakistan. Sidekli (2013) conducted a research on improvement of writing skill by story map and found that generally the teacher candidates could describe the main or secondary character, environment and time in an effective manner in stories. But the results of pre-assessment and after assessment were different. She came out with the conclusion that the story map can be a good tool for improving writing skill within and outside the school. Though the performance of their writing skill can be different due to various situations but these situations can be handled by the support and guidance of teacher and as a result their writing skill can be improved.

Tangpermpoon (2008) used Integrated Approaches to Improve Students' Writing Skill said that for language learners writing is very difficult because they lack sufficient background knowledge regarding rhetorical speeches. They are unaware of the appropriate use of language or the meaning of specific lexical items through which they want to convey their message. He suggests combining genre, product and process based approaches in a writing class. He has divided his paper into two parts. In the first he has discussed the traditional writing approaches with strengths and drawbacks of each. While in the second the integrated approaches for English learners are discussed. He concludes that to teach writing to a non-native student is an uphill task because it takes a lot of time to improve. The writing teachers should "incorporate the insights of the three approaches" into the writing class.

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Lunenburg (2010) wrote in his “Communication: The Process, Barriers, And Improving Effectiveness” that “Communication is the process of transmitting information and common understanding from one person to another.” In his article, he discusses the process of communication, the barriers to communication, and improving effectiveness of communication. He reflects that study of communication is important, because every administrative function and activity involves some form of direct or indirect communication. The communication skill of every person lays effect on the effectiveness of both personal and organizational. So it can be said that the inhibiting forces to the effectiveness of organization is lack of effective communication. Moreover, for being a successful school administrator it is very necessary to be a good in communication.

Gruba & Mahmood (2004) observed business writing is obtaining prominence in the modern world. Professionals think that our graduates are being able to think critically, and they work effectively. Therefore it is creating a sustainable framework for business students. This paper is overview how it integrates writing in a business communication. This case study is based a report about student’s interviews. This awareness will foster further research on how to better communicate in writing the investigation of business professionals. Georgius (2008) states that students should make practice to develop their vocabulary activities. I discovered that a majority of students improved their overall understanding of grammatical concepts based on an analysis of the data. I also found that in general, students felt that knowing the definition of grammatical words was important and that it increased their achievement when they understood the words. In addition, they were more exact in their communication after receiving vocabulary instruction. As a result of this research, I think that vocabulary should improve through daily practice. The review of the literature revealed the gape that focus of practices has been considered less valued in the past and fill this gape the researchers deemed it imperative to explore effectiveness of the principles of business Writing at Graduate Level in Pakistan which required proper survey of the students of business management to prove themselves effective in their practical fields.

II. Objectives

Following objectives are set to undertake the study:

- 1) To explore the problems faced during learning principles of effective writing at graduate level.
- 2) To explore the usefulness of effective business writing among students.

III. Methodology of Research

This current study was basically descriptive for which a survey was administered to collect data from the students at COMSATS Sahiwal Punjab, Pakistan. This was classroom action research or University conducted by the researchers who used traditional methodology of teaching in classroom.

IV. Population

Target population was all the bachelor students at graduate level in Punjab but sample population was students of COMSATS Institute at Sahiwal. To proceed the survey, two BBA classes including 60 students were taken into observation and collected data were analyzed on SPSS version 16 (Statistical Package for Social Sciences) and interpreted in Table with mean score, standard Deviation and standard Error.

V. Research Tools

Questionnaire was the research tool and was designed to carry out the current study. Classroom observation chart was made.

Table 1 showing results in means score about learning principles of effective writing

Variables	N	Mean		Std. Dev
		Statistic	Std. Error	
Students are not properly convinced to learn effective business writing	60	3.13	.16	1.25
Students face problems in composition writing due to lack of vocabulary		3.22	.14	1.13
Lack of confidence is major hindrance among students, while writing		3.52	.13	1.03
Students are much confused regarding usage of 's' or 'es' with first form		3.18	.13	1.04
Lack of confidence is major hindrance among students, while writing		3.53	.14	1.14
Students use routine words in formal communication		3.32	.14	1.14
Students always confuse in putting correct punctuation marks		3.27	.14	1.10
Lack of confidence is major hindrance among students, while writing		3.25	.15	1.18
Students not make drills of effective business writing		3.42	.16	1.25
Students are not able to make difference between business and common writing		3.32	.18	1.40

The above table shows results about problems of the students while learning effective business writing. The results of the table reveal that mean score of standard error goes up to .182 and standard deviation goes up to 1.25 which is clear evidence that the students face lot of problems in learning business writing.

Table 2 showing of mean score about usefulness of Principles of writing among student

Statements	N	Mean		Std. Deviation
		Statistic	Std. Error	Statistic
Students always put correct punctuation marks after leaning effective writing	60	3.37	.150	1.16
Students avoid grammatical mistakes after learning effective business writing		3.23	.127	.98
Students use easy language after learning effective business writing		3.47	.144	1.11
Confident after learning effective business writing		3.63	.152	1.17
Effective business writing in class really affects the quality of knowledge		3.38	.161	1.25
It is suitable to get effective business writing in class		3.67	.140	1.08
Effective business writing help students to use their knowledge practically		3.43	.145	1.12
Business writing skills with different variation is helpful for the students		3.65	.148	1.14
Students use easy language after learning effective business writing		3.63	.145	1.11
Effective business writing helps to create new ideas		3.72	.137	1.05

The above table shows results about problems of the students while learning effective business. The results of the table reveal that mean score of standard error goes up to .161 and standard deviation goes up to 1.250 which is clear evidence that result are in favour of the objectives to be achieved.

VI. Discussion

The current study found out different problems in learning business writing faced by the students by evaluating the importance of 7 Cs of communication which are actually basics skills of improving business writing. Field survey of

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the different colleges for getting more exploration revealed that students have been facing some problems studying their course. Later, the statistical analysis of the collected data also gives a clear picture about understanding students' problems in business writing. In a response from students at colleges, they explained various reasons. First, English is not their mother tongue. That's why they are unable to find language filled environment at all. They find a very hard time to understand the suitable accent. They really try hard to cope with this situation and engross themselves to learn basic concept of their subject, they also feel nervous to speak English.

Business writing is very important in the sense that students after completion of Bachelor degree in business come across writing emails to fellows, business partners and to various national and international companies. At this situation, they feel uncomfortable to communicate in English with others. Some of the company directors and managers also reported that their subordinates having bachelor degree, are unable to prepare drafts and they have to get proper training and long established experience to cover up their gaps. The existing situation and ground realities also confirm the study that writing skill in business is being ignored because of much too emphasis on learning oral skill. The students in business institutions lose creative writing due to lack of practice, command on grammar. But the main problem is hesitation in spoken and writing English.

It is also identified that problems are manifold. Many students have communication problem after stroke. About a third of strokes survivors have some difficulty with speaking or understanding what other say and this can be frightening and frustrating.

These are some following English communications problems.

- Limited vocabulary
- Lack of grammatical accuracy
- Lack of fluency
- Lack of active listening
- Lack of confidence
- Shyness
- Insecure feeling

There are many occasion that caused embarrassment and puzzlement because their first language inflects the target language. The reason for unsuccessful writing is personal fear or lack of practice.

One of the other students said; "I face many problems in English grammar, spelling and also English communication. Sometimes there are many thoughts in my mind but I fail to express in target language. Sometimes, I take long time to convey my ideas in front other people in English, it creates misconceptions".

The students are not properly convinced to learn effective business writing and they face problems in composition writing due to lack of vocabulary. Moreover lack of confidence is major hindrance among students, while writing. They students use routine words in formal communication and always confuse in putting correct punctuation marks. They do not make drills of effective business writing and students are not able to make difference between business and common writing.

An experimental work in one of the college was arranged for three weeks. The students were encouraged to learn effective writing skills. As a result, it was observed that the students were able to put correct punctuation marks and avoid grammatical mistakes after leaning effective writing. The quality of knowledge and confidence improved. Students admit that the effective business writing helps students to apply their knowledge in practical way.

VII. Pedagogical Implications

This paper will help to solve the problem of Business Administration students at BBA level. It would be helpful in of curriculum department, which can also become aware of the need and utility of designing a learning centered skill based syllabus at BBA level. The concerned authorities would know that Business writing skills should be taught in such a way that it may cover all the relevant areas of modern communication pattern.

This study may provide baseline for further research in different teaching techniques of writing according to fundamental principals in Business communication.

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VIII. Recommendations

This paper signifies eight components of effective business writing, which is a great source of inspiration for business students. It is crystal clear that all of the ingredients are supported by it.

1. Writing Scenario

It creates interest; learners become habitual of business writing.

2. Summarized

The students find the main idea and get to know how to precise texts.

3. Composing

The teachers teach how to draft, edit and make final draft

4. Case study writing

Students should be given case study about specific organization. Naturally, they make comparison to other companies.

5. vocabulary Process

Vocabulary should be taught according to the context and situation; in this they will clear their concept about word imagines.

6. Sentence formation

Through descriptive method they should teach sentence formation and its sophistication.

7. Prewriting

It is first step of writing skill they should make a rough draft and then move to the next step.

8. Inquiry Activities

It helps to the students to get information, concrete data and develop ideas and the students able to think and write effectively. They ultimately become creative writers.

IX. Conclusions

This study concludes that communication is natural phenomenon which takes place among human being spontaneously. Unfortunately, writing skill has been put in oblivion due to lot of emphasis on oral function. The study shows that descriptive approach should be used to infuse language structure in the mind of the students, so that they are able to produce creative writing skills. 7 C's of business writing are effective tools to be put in mind as craft and be taken by the students to achieve their business targets in life.

Pedagogical If the teachers are given proper training through proper professionals and conferences are held to highlight the importance of the business writing skills.

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