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The Development of entry-level communication skills at university: A cross sectional comparison of student and employer perceptions

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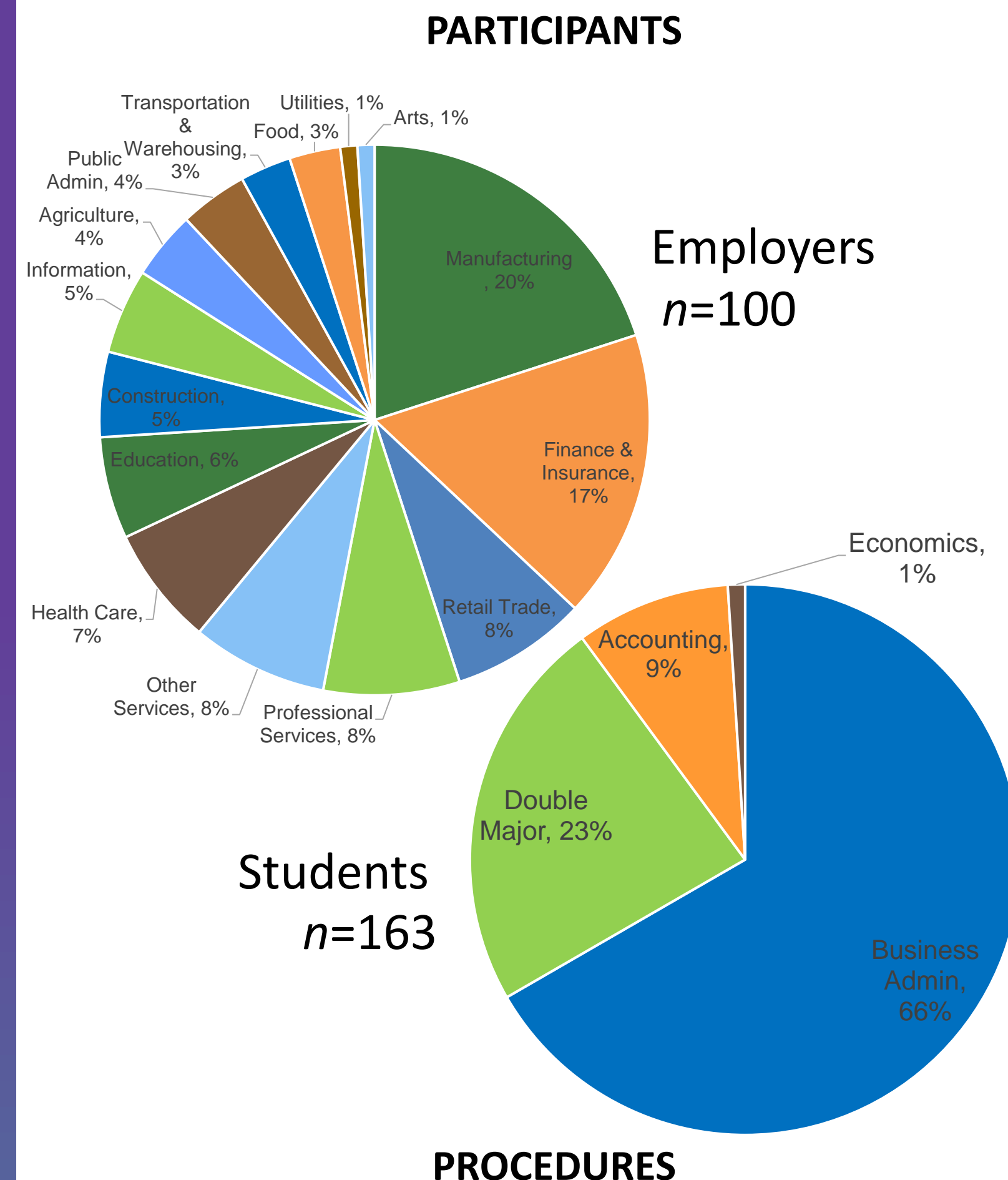
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Abstract

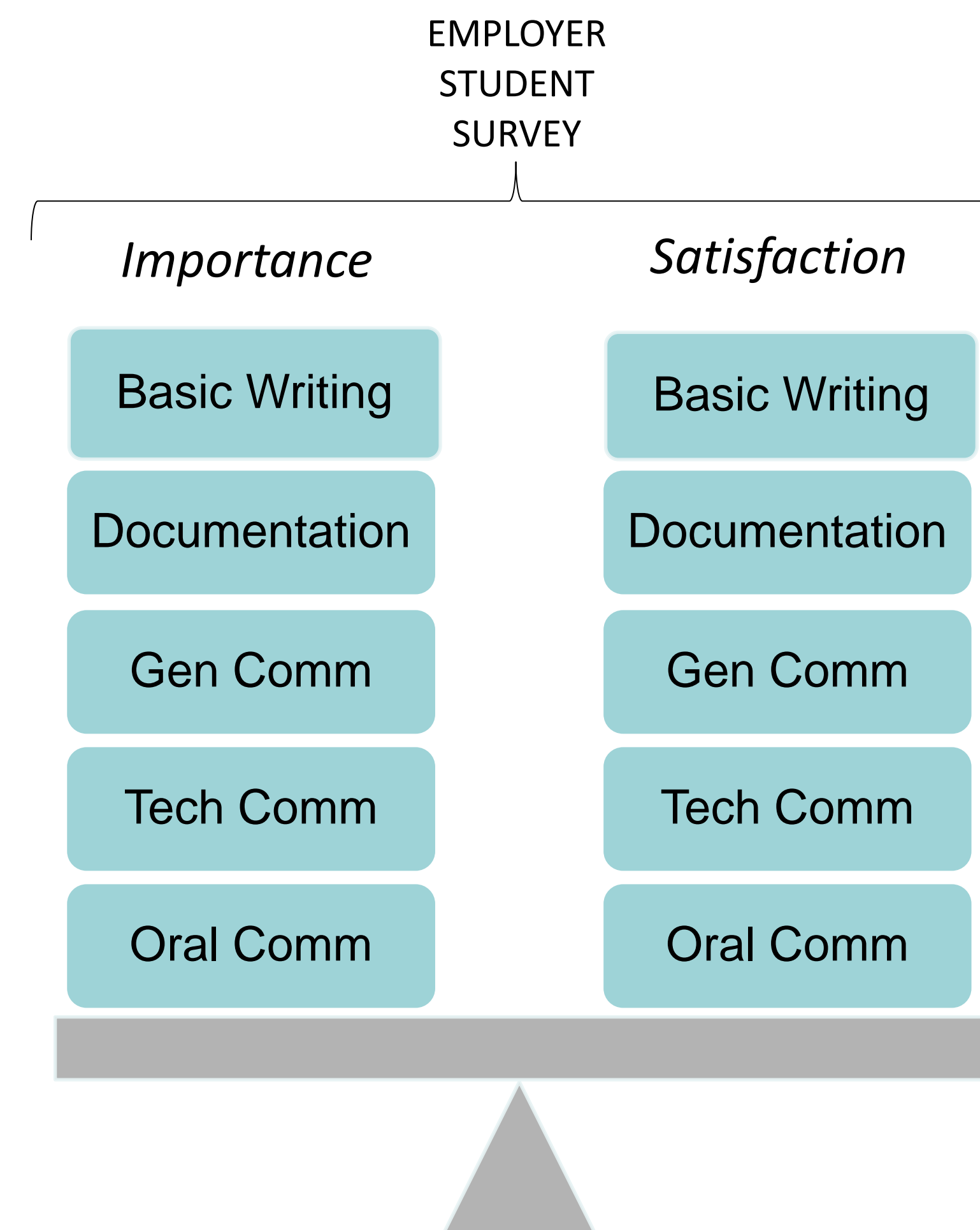
The ability to communicate effectively is an essential skill for entry-level workers; however, students and employers don't always have the same view on which competencies are most important. The purpose of this study was to assess employer perceptions about entry-level communication skill and compare those perceptions with those of undergraduate business students. Quantitative data were collected from 163 students and 100 employers in the Midwest United States. We identified the communication skills most valued by students and employers as well as those with which they are least satisfied. To this end we found that the mean scores for written, oral, negotiation, presentation, and computer-mediated communication skills may be of particular value in guiding the business communication curriculum. Overall, the findings of this study have the potential to benefit postsecondary administrators, employers, and job seekers.

Methods



- PROCEDURES**
- Employers & Students were sent separate online surveys via email.

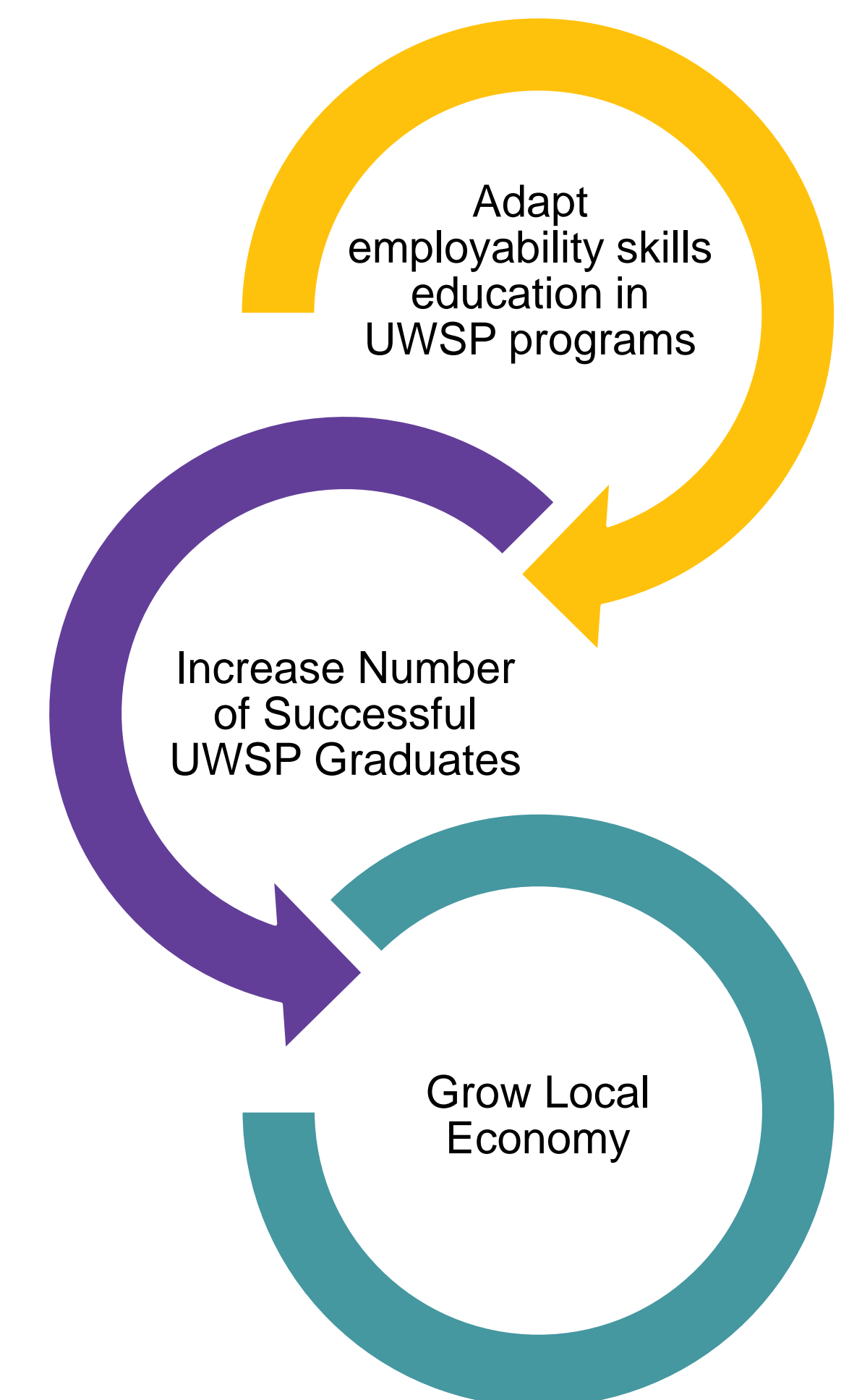
MEASURES



Results



Discussion



References

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