

INTEGRATING COMMUNICATION ENHANCEMENT METHODOLOGIES IN THE ENTREPRENEURIAL MANAGEMENT SYLLABUS

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The research paper revolved around the methodologies adopted and implemented to subject respondents who were enrolled under the BSBA Program specifically the Entrepreneurial Management subject in the second semester 2014-2015. Respondents were chosen from among the current enrollees for the University. They underwent interventions such as reporting, English only policy and output-based activities for a month. The study intended to explore methods that can be utilized in improving the communication skills of the students through verbal and written means. Specifically, the research looked into the shift of perception of students in terms of their skills, receptiveness and preparedness in becoming part of the workforce in the future. Initially, respondents conducted a self-assessment on their level of communication in the usage of the English language and gave an evaluation on the different methods implemented. After the interventions were implemented, the post evaluation showed a significant improvement in the skills of the students in comparison with the pre-assessment data. The study has proven the methodologies' effectiveness. Data from pre-tests and post-tests were compared and the researcher's contention in proving the effectiveness of the applied interventions was affirmed. Integrating these methods within the current syllabus of the subject is highly recommended. Further research should be done to make these interventions part of the mandatory requirements of all BSBA subjects to further improve the communication skills of JRU students to become more competitive and employable.