CHAPTER-5
CONCLUSION

5.1 INTRODUCTION

In the previous chapter, the researcher has highlighted certain crucial reasons for the present level of BEC in Gujarat with suggestions to improve them. In this last chapter an attempt has been made to discuss the summary of the research, major findings of the study, its educational implications and suggestions for further researches.

There would always be a quite large group of people around us, having keen interest in knowing the outcomes of the research process. Those people who are having interest in seeking answer to their problems, first of all set their eyes on the findings and implications of the concerned investigation. Here, in this chapter an effort has been made to discuss and present an important part of the research work i.e. findings and conclusions of the study with other relevant information.

5.2 SUMMARY OF THE RESEARCH

The present study surveys Business English Communication in the Corporate Houses of Gujarat. After careful thinking and discussions the researcher finalized the title for the present study as under:

“Business English Communication in the Corporate Houses of Gujarat”

The present study was the survey type research and was undertaken with the following objectives:

Objectives for the Employees
(1) To find out what kinds of Communication Skills in English are required for their job
(2) To find out awareness regarding the importance of BEC.
(3) To find out the use of English language for Oral Communication at the place of work.
(4) To find out whether they have taken training to improve oral communication in English
(5) To find out parameters to be an effective oral communicator in English.
(6) To find out the use of English language for Written Communication at the place of work.

(7) To find out whether they have taken special training to improve written communication in English.

(8) To find out parameters of preparing a business document in English.

(9) To find out the use of Technology enabled communication.

(10) To find out the Role of the organisation in developing BEC

(11) To find out awareness of body language for effective communication.

(12) To find out study of BEC at Higher Education and its usefulness.

(13) To find out the effect of first language (mother tongue) in achieving proficiency in BEC.

Objectives for the Employers

(1) To find out Importance of BEC.

(2) To find out their ways of checking the level of proficiency in BEC before appointing the employees.

(3) To find out their views regarding the level of proficiency in BEC of their employees.

(4) To find out their satisfaction with the proficiency of their employees in BEC.

(5) To find out their efforts for improving employee’s level of BEC.

(6) To find out their views regarding the role of government to make English a compulsory subject from standard one.

(7) To find out their views regarding the role of government to offer primary and secondary education in English medium across Gujarat.

(8) To find out their views regarding the role of Govt to introduce Communication Skills in English as a compulsory subject in secondary education.

(9) To find out their views regarding the role of Govt to introduce Communication Skills in English as a compulsory subject for all disciplines at U.G level.

(10) To find out their views regarding the role of corporate houses to introduce incentives to the employees for developing proficiency in BEC.
(11) To find out the role of the corporate houses to organize Workshops/Trainings/Seminars/Refresher courses for improving BEC of employees.

(12) To find out the role of corporate houses to provide the facility of internet and library with latest books on BEC.

(13) To find out the role of University/College to introduce Communication Skills in English as a compulsory subject for all disciplines at U.G/P.G level.

(14) To find out the role of University/College to offer certificate/Diploma courses in BEC over and above regular degree programs.

(15) To find out the role of University/College to offer specially designed course in Communication Skills in English for the existing employees to keep pace with the actually required skills of BEC in English.

(16) To find out their views regarding the role of colleges to organize special training programs of BEC for students.

Objectives for the Faculties

(1) To find out whether the faculties have attended any course for developing Communication Skills in English.

(2) To find out whether the syllabus of BEC match with the actual needs of communication of corporate houses.

(3) To find out their views regarding the role of government to make English a compulsory subject from standard one.

(4) To find out their views regarding the role of government to offer primary and secondary education in English medium across Gujarat.

(5) To find out their views regarding the role of Govt. to introduce Communication Skills in English as a compulsory subject in secondary education.

(6) To find out their views regarding the role of Govt. to introduce Communication Skills in English as a compulsory subject for all disciplines at U.G level.

(7) To find out their views regarding the role of corporate houses to introduce incentives to the employees for developing proficiency in BEC.
(8) To find out the role of the corporate houses to organize Workshops/Trainings/Seminars/Refresher courses for improving BEC of employees

(9) To find out the role of corporate houses to provide the facility of internet and library with latest books on BEC

(10) To find out the role of University/College to offer specially designed course in Communication Skills in English for the existing employees to keep pace with the actually required skills of BEC in English

(11) To find out their views regarding the role of colleges to organize special training programs of BEC for students.

Keeping in mind the objectives of the study, the researcher decided to administer self-made tools as no standardized tools are available which can fit to the need of the present study. The researcher has selected two important tools for collecting data: Unstructured interview and Questionnaire. The research tool was finalized after making necessary improvement on the basis of the expert’s opinions.

Before finalizing questionnaires the researcher has visited certain major Corporate Houses of Gujarat and conducted unstructured interviews. He has interviewed some Employers, Employees and Faculties who teach BEC at U.G., P.G. and Private coaching institutes in order to know their exact requirement for BEC. The visit to different Corporate Houses became very fruitful to the researcher. He has got lots of valuable suggestions from them. The another research tool prepared by the researcher to collect pertinent data from the corporate houses was the questionnaire. Total 37 questions were to be answered by the employees, 15 were to be answered by the employers and 7 were to be answered by faculties.

The selection of representative sample is also having vital importance in research process. Accordingly, before selecting the sample for the present study, the researcher has visited major corporate houses of Gujarat. After analyzing the needs of corporate houses of Gujarat in the field of business English communication, the researcher finalized certain major corporate houses of Gujarat that represent all major sectors. The population of the study was consisted of 130 corporate houses of Gujarat from different 30 sectors of business.

From the selected corporate houses of Gujarat the researcher has got 391 questionnaires from the employees, 75 from the employers and 75 from the faculties as the sample of the present study. Thus, it can be said that the researcher planned
to collect data from all the concerned subjects who were directly or indirectly related with the field of business English communication.

The data collected from the employees, employers and faculties were of mainly qualitative nature. Thus, no need emerged to use any complicated statistical techniques. Such data was analyzed with the help of simple statistical techniques like average and percentage.

The important outcomes received from the analysis and interpretation of the collected data have been presented and discussed hereafter.

5.3 MAJOR FINDINGS

Research is a purposeful activity. The research process is always undertaken with some specific objectives. The present research was conducted mainly with the objective of surveying the present scenario of business English communication in the corporate houses of Gujarat and to offer suggestions for its improvement if necessary. The degree of achievement of such objectives can be determined through the findings of the study. Following major findings were observed on the basis of the statistical analysis and interpretation of the data collected in accordance with the objectives of the present research.

5.3.1 Employee

(1) Two important skills: Reading 296 (75.21%) and Writing skills 298 (75.74%) in English are used in higher degree compared to speaking 193 (50%) and listening 188 (48%).

(2) 372 (95%) employees think that BEC is important.

(3) 310 (79%) employees prefer English language to communicate with authority.

(4) 330 (84%) employees prefer English language to communicate with corporate houses.

(5) 251 (64%) employees prefer English language to communicate with customer.

(6) 151 (39%) employees prefer Gujarati language to communicate with colleagues.

(7) 245 (63%) employees prefer English language as the most effective language for oral communication.
(8) 255 (65%) employees think that study in English medium is must for effective oral communication in English.

(9) English is more frequently used language for presentation and dealing with customers.

(10) 73 (19%) employees have taken special training and 315 (80%) haven’t taken any training to improve oral communication in English.

(11) To be an effective oral communicator in English highest118 employees give 1st rank to grammar.

(12) 306 (78%) employees do regular written communication in English out of these 204 employees write business letter.

(13) 53 (14%) employees have taken special training, 329 (84 %) employees haven’t taken any special training to improve written communication in English.

(14) The highest numbers of employees 116 give 1st rank to logical arrangement of ideas in English as the most important area for written communication in the corporate houses of Gujarat.

(15) 182 (47%) employees always use spell check while writing a business document and 16 (4%) never use spell check as a means of writing business documents.

(16) 47 (12%) employees always use thesaurus and 46 (12%) never use thesaurus as a means of writing business documents.

(17) 99 (25%) employees always use grammar check and 52 (13%) never use grammar check as a means of writing business document.

(18) 232 (59%) employees always use computer and internet while 6 (2%) never use computer and internet as a means of communication.

(19) 352 (90%) employees are aware regarding the importance of body language for effective oral communication. Out of these only 168 (43%) always use it for effective oral communication.

(20) 291 (74%) employees are not being asked for improving writing skills.

(21) 252 (64%) employees haven’t studied BEC as a subject during higher education.

(22) Out of 131 (34%) employees who studied BEC during higher education, 72 (55%) rate BEC as a subject extremely useful.
(23) 200 (51%) employees think that mother tongue affects one’s proficiency in BEC.

It is surprising to note that two important skills: speaking and listening are less used compared to reading and writing. Majority of the employees are of the opinion that BEC enhances personal effectiveness but very few of them have taken training to improve oral and written communication skills in English. Majority of the employees prefer English language for communicating with the authority, customer and corporate houses. The same employees prefer Gujarat while communicating with colleagues.

Even though oral communication in English is very important for functioning and majority of the employees are of the opinion that English is the most effective language of oral communication. Very few employees have taken special training to improve oral communication skill in English.

Majority of the employees believe that study through English medium is must for developing effective communication skills in English. At their place of work speaking skills in English is more frequently used for presentation and dealing with customers. To be an effective oral communicator in English according to employees’ grammar is the most important area. It shows traditional structural approach of learning English where grammar is given utmost importance.

Most of the employees communicate in written English regularly at workplace. Business letter is the most used format of written communication in the corporate houses of Gujarat. In writing business letters majority of the employees’ use their own style rather than following a standard format. Just contrary to it the same employees consider standard format as the second most important area for effective written communication in English.

Employers consider logical arrangement of ideas as the most important area for effective written communication in English.

Majority of the employees always care for purpose, recipient and message before writing a business document.

Majority of the employees always care for the format of communication, clearly stated purpose, well organized communication and concise language before giving final touch to business document.
Most of the employees don’t use spell check, thesaurus and grammar check option for proof reading written communication. This means they are using computer just as a type writer. The use of these tools helps as a dictionary and grammar book for the task of writing and adds accuracy and speed in writing.

Majority of the employees are not being asked by the employers to improve writing skills. Majority of the employees haven’t taken any special training to improve written communication in English.

Computer and internet are the most used electronic devices for communication. Most of the employees always use computer and internet for communication.

Most of the employees aware that body language is important for effective oral communication but nearly half of them always use body language for effective oral communication.

Majority of the employees didn’t study BEC as a subject during higher education. Employees who studied BEC most of the employees consider it extremely useful.

Majority of the employees believe that study in mother tongue affects one’s proficiency in BEC.

### 5.3.2 Employer

1. 74 (99%) employers realize that BEC has become important.
2. In the process of appointing the employees, 42 (56%) employers arrange no test to check the level of BEC.
3. Out of 32 (43%) employers who arrange the test to check the level of BEC, 28 (87.5%) employers emphasis on proficiency in speaking.
4. 40 (53%) employers are not satisfied with the proficiency of the employees in BEC.
5. Out of 40 employers who are not satisfied with the level of BEC of the employees, 25 (33%) employers provide the facility of computer and special training.
6. 71 (95%) employers think that govt should make English a compulsory subject from standard one.
7. 64 (85%) employers think that govt should introduce English medium in government and aided schools across Gujarat.
(8) 71 (95%) employers think that the government should introduce Communication skills in English as a compulsory subject in secondary education.

(9) 70 (93%) think that the government should introduce Communication skills in English as a compulsory subject for all disciplines at U.G level.

(10) 61 (81%) employers think that corporate houses should offer incentives to the employees for developing proficiency in BEC.

(11) 69 (92%) employers think that corporate houses should organize workshops/trainings/seminars/refresher courses for improving BEC of employees.

(12) 70 (93%) employers think that the corporate houses should provide the facility of internet and library with latest books on BEC in the corporate houses of Gujarat.

(13) 73 (98%) employers think University/college should offer specially designed course in communication skills in English for the existing employees.

(14) 70 (94%) employers think that university/college should make communication skills in English a compulsory subject at UG/PG level.

(15) 67 (89%) employers think that University/college should offer certificate/Diploma courses in BEC over and above regular programs.

(16) 72 (96%) employers think that college should organize special training programs of BEC for students.

Almost all the employers believe that BEC is important but almost half of them don’t arrange any test to check the level of proficiency in BEC before appointing the employees.

Employees who check proficiency in BEC prefer checking proficiency in speaking and writing. Here, listening skill is neglected.

Most of the employers rate average and above average proficiency of their employees but at the same time almost half of them are not satisfied with the proficiency of their employees.

Employers who are not satisfied with the proficiency of their employees use on job training and computer with internet connection to make them good at BEC.

Majority of the employers agree that the biggest challenge for the people of Gujarat is inadequate knowledge of English; Gujarat is lagging behind in IT sector mainly because of lack of English education and the Gujarati students of CA are not good at English.
Majority of the employers are of the opinion that government should make English a compulsory subject from standard one, introduce English medium in government and aided schools across Gujarat, introduce Communication skills in English as a compulsory subject in secondary education, introduce communication skills in English as a compulsory subject for all disciplines at U.G level.

Majority of the employers are of the opinion that corporate houses should offer incentives to the employees for developing proficiency in BEC, Organize workshops/trainings/seminars/refresher courses for improving BEC of employees, provide the facility of internet and library with latest books on BEC in the corporate houses of Gujarat.

Majority of the employers are of the opinion that University/College should make English a compulsory subject at UG/PG level, offer certificate/Diploma courses in BEC over and above regular programs, organize special training programs of BEC for students.

5.3.3 Faculty

(1) 55 (73.34%) faculties assert that they haven’t attended any course for developing communication skills in English.

(2) 46 (64%) faculties explain that the syllabus of BEC of their institutions match with the actual needs of communication of corporate houses of Gujarat.

(3) 62 (83%) faculties think that government should make English a compulsory subject from standard one.

(4) 48 (64%) faculties think that government should introduce English medium in government and aided schools across Gujarat.

(5) 64 (85%) faculties think that government should introduce communication skills in English as a compulsory subject in secondary education.

(6) 58 (77.34%) faculties think that government should introduce Communication skills in English as a compulsory subject for all disciplines at U.G level.

(7) 57 (76%) faculties’ think that corporate houses should offer incentives to the employees for developing proficiency in BEC.

(8) 66 (88%) faculties think that corporate houses should organize workshops/trainings/seminars/refresher courses for improving BEC of employees.
(9) 65 (87%) faculties think that the corporate house should provide the facility of internet and library with latest books on BEC in the corporate houses of Gujarat.

(10) 69 (92%) faculties’ think that University/college should offer specially designed course in Communication skills in English for the existing employees.

(11) 60 (80%) faculties think that university/college should make communication skills in English a compulsory subject at UG/PG level.

(12) 63 (84%) faculties’ think that University/college should offer certificate/Diploma courses in BEC over and above regular programs.

(13) 63 (84%) faculties think that college should organize special training programs of BEC for students.

Majority of the faculties haven’t attended any course for developing communication skills in English.

Majority of the faculties think that syllabus of BEC of their institution match with the actual needs of communication of corporate houses.

Majority of the faculties agree that the biggest challenge for the people of Gujarat is inadequate knowledge of English, Gujarat is lagging behind in IT sector mainly because of lack of English education and the Gujarati students of CA are not good at English.

Majority of the faculties are of the opinion that government should make English a compulsory subject from standard one, introduce English medium in government and aided schools across Gujarat, introduce communication skills in English as a compulsory subject in secondary education and introduce Communication skills in English as a compulsory subject for all disciplines at U.G level.

Majority of the faculties are of the opinion that corporate houses should offer incentives to the employees for developing proficiency in BEC, organize workshops/trainings/seminars/refresher courses for improving BEC of employees, provide the facility of internet and library with latest books on BEC in the corporate houses of Gujarat.

Majority of the faculties are of the opinion that University/College should offer specially designed course in communication skills in English for the existing employees, make communication skills in English a compulsory subject at UG/PG level.
level, offer certificate/Diploma courses in BEC over and above regular programs and organize special training programs of BEC for students.

5.4 MAJOR IMPLICATIONS

After observing the major findings of the present investigation, one can know BEC in corporate houses of Gujarat. Some alarming findings came out regarding Business English Communication. The major implications of the research are very extensive and suggestive. Those implications can be noticed clearly from the above mentioned findings. Discussion regarding the major implications of the present research work has been undertaken hereafter.

5.4.1 For Government

- Government should make English a compulsory subject from standard one.
- Government should offer primary and secondary education through English medium in government and aided schools across Gujarat.
- Government should introduce communication skills in English as a compulsory subject in secondary education.
- Government should introduce communication skills in English as a compulsory subject for all disciplines at U.G level.

5.4.2 For Corporate Houses

- Corporate houses should offer incentives to the employees for developing proficiency in BEC.
- Corporate houses should organize Workshops /Trainings /Seminars / Refresher courses for improving BEC of employees.
- Corporate houses should provide the facility of internet and library with latest books on BEC.

5.4.3 For University/Colleges

- University/college should offer specially designed course in communication skills in English for the existing employees to keep pace with the actually required skills of BEC in English.
- University/College should make communication skills in English a compulsory subject at UG/PG level.
University/College should offer certificate/diploma courses in BEC over and above regular degree programs

Colleges should organize special training programs of BEC for students.

5.5 RECOMMENDATIONS FOR THE FURTHER RESEARCHES

The researcher has selected the subject of Business English Communication that includes all major areas of communication. Further, there is a scope of in-depth or specialized research in all major areas of communication. This research work would be the torch bearer for the researchers who want to carry out researches in the field of business English communication. The areas of further research are:

1. Technology enabled communication.
2. Cross cultural communication.
3. Non verbal communication.
4. Listening ability of the employees of corporate houses of Gujarat.
5. Writing ability of the employees of corporate houses of Gujarat.
7. Reading ability of the employees of corporate houses of Gujarat.
9. Comparison of the present level of BEC in Gujarat and expected level at international level.

5.6 SUMMING UP

In this chapter the researcher has presented the summary of the present research work, major findings of the study, its major implications and suggestions for further researches. All the details presented in this chapter with reference to the present research conducted in the area of business English communication can be useful to the present corporate houses.

If the suggestions made on the basis of the present research will be well-taken by the personnel working in the field of business English communication, the researcher doesn’t find any risk to predict that the employees would definitely get better chance for effective business communication. For the improvement of present scenario of BEC, the present research work will prove a milestone; the researcher would like to conclude with this everlasting feeling of hope and faith.