The Implication of Information and Communication Technologies (ICT) in Enhancing Communication Skills of MBA Students (with Reference to Four MBA Colleges in Pune)

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Abstract: The purpose of this research study is to analyze the role of MBA institutes in implementing the Information and Communication Technologies (ICT) tools for enhancing the communication skills of MBA students. Communication skills has become the demand of the corporates in the world of globalization and technology. MBA students have to run with the fast changing technology. In order to cope up with the supreme competitive universe, students should be competent enough to share their knowledge and opinions in an impressive manner and this is possible only through communication competencies. The objectives of the research is to study the ICT tools implemented by the institutes for upgrading the communication skills of the MBA study. The secondary objectives is to study the merits and demerits of ICT tools for enhancing the communication skills of the MBA students.
Research methodology incorporates primary as well as secondary data. Primary data has been collected in the form of questionnaire method distributed among the MBA students. Secondary data consists of research papers related to the topic, newspaper, internet and books. The research is descriptive and quantitative in nature. Probability Sampling Techniques i.e. Simple Random Sampling is used for collecting data as equal chance is given to the students from four different institutes. Sample size is 50 MBA students. Literature review has been carried out by referring to few research scholarly papers on the contemporary topic. Data analysis has been represented in the form of graphical representation such as pie-charts and bar graphs. Interpretation will be based on the opinions and survey of the MBA students. Conclusion has been drawn from the interpretation stating the significance and need of the ICT tools for development of students' communication. All the institutes of MBA should pay attention to the students' development taking into consideration ICT tools.

Keywords: Communication Skills, Information and Communication Technologies.

1. INTRODUCTION

With the advent of globalization and invention of technology, the world has been changing rapidly from paper work to digitalization. Even money has changed to plastic money and now it has moved to complete digitalized money. It is because of the technological inventions that has made the process and procedures very smooth and fast. Invention of technology has also influenced the education sector. Education sector should practice and implement the information and communication technology (ICT) in respective colleges to make students as well as faculty members acquainted with the latest technology. The system of education is changing keeping into consideration the technological advancement in every sector of business. Quality of education in a country highlights the power of the nation in every aspect. ICT stands for information and communication technology that provide approach to information through telecommunications. This comprises of internet, wireless networks, cell-phones, laptops and other communication. Modern technologies have created a global village where people from various countries can communicate easily and cost-effectively with one another. There are different media such as facebook messenger, skype, voice over IP (VoIP), video-conferencing, whatsapp chats and video calling.

MBA (Masters in Business Administration) is a full time degree course where students aim to learn managerial skills and get placed in reputed companies earning better packages. In order to get placed in a dream company, the student should be able to possess expected competencies required to become a manager. Communication skills is one of the most essential competencies demanded by majority of organizations. Education system has changed from chalk and blackboards to smart boards. Students and faculty members should be literate in the latest technologies. Communication skills of the students can be upgraded through ICT tools such as installation of language labs in management institutes, use of internet to send and receive emails, dictionaries for improving pronunciation and vocabulary of the students, writing blogs, using mobile apps such as mentimeter, testmoz, kahoot,etc. ICT tools can be useful in upgrading the communication skills of the MBA students.

Objectives of the Study
1. To study the importance of communication skills for MBA students
2. To study the role and significance of ICT tools for enhancing the communication skills of MBA students
3. To find out the advantages and disadvantages of ICT tools
4. To promote the ICT literacy among MBA faculty members as well as students.

Theoretical Framework
Education system has been changed to more e-learning and e-teaching due to invention of technology. The traditional and conventional method of teaching is getting replaced by contemporary method where ICT is used in teaching-learning process. Use of technology in the classroom makes the classroom interesting and enhances quick learning. The use of ICT adds quality to the teaching and learning process. It has been observed that students finds learning with the help of technology more interesting and stimulating than in traditional classroom teaching. ICT has a critical role to play taking into view the quality of content and

quality of teachers. MHRD (Ministry of Human Resource Development) have been accentuating on the significance of ICT in the education sector and they are launching different schemes to make education technology driven. Ashok Mehta, President of ICT and Skills, Smartclass Educational Services Pvt. Ltd. has emphasized on the need of integration of ICT with the teaching and learning process. The teaching-learning system has changed from assessment to evaluation. The utilization of ICT reinforces the effectiveness of education. ICT should be inculcated in the education sector to make learning quick and logical. As today's youngsters are more technological sound, it is essential to implement technology-oriented classrooms to make learning fast and happening.

Need of ICT in developing communication skills
"Smart technology" is the latest terms used by people in day today life. Smart technology such as smart phones, tablets and smart TVs have made human life smart and accessible. ICT has become the driving force for the economic development of a nation. With the amelioration of the technology in education, schools and colleges need to ratify communication technology software and applications to broadcast, disseminate, share and spread the knowledge and information. In this high-tech generation, ICT in management education has urged many management institutes to get acclimatized to smart technology. The management colleges must use computer software, internet and multimedia as the medium of communication. Communication skills is one of the most pivotal skills/competencies which must be acquired by the MBA students. MBA students' performance is majorly dependent upon his/her ability to communicate effectively.

Today ICT has been assimilated in the educational system in various ways such as e-learning, collaborative study, blended approach, creative knowledge development, evaluative learning, open and distance learning. All these approach not only aim about enhancing the educational quality but also aspire to gaining knowledge accessible and approachable. It has been studied through various research that blended learning in collaboration with the technology can aid in developing equality and quality among the MBA students. Many theories have been formulated based on ICT as an effective tool in teaching – learning process such as *Reinforcement Theory, Facilitation Theory and Sensory Stimulation Theory*. Laird (1985) in the theory *Sensory Stimulation Theory* declared that "Effective learning occurs when the senses are stimulated". Learning through senses makes the learning more quick and responsive. According to Laird 75% of the knowledge is gained faster through seeing the object, 13% through hearing and just 12% through touch, smell and taste. The theory predicts that utilization of ICT also focuses on the sensory organs stimulation which makes the learning process easy and interesting. Communication skills can be enhanced in a better way by stimulating the senses with the use of ICT.

Innovative ways of improving communication skills through ICT:
There is lot of innovation in teaching- learning system. To make learning more happening and student oriented, there are huge number of computer/ mobile apps and software (most of them are free to access) which can be utilized by the faculty members to upgrade the communication skills of the students. The following are the various applications/ software which can be used in the classroom for increasing communication competencies.

1. Google Classrooms

A Google classroom is a latest expansion of Google for the educational sector to create a blended teaching-learning platform which has simplified the life of teachers. The teachers can make use of the Google classroom by distributing and assessing the assignments of students in a paperless manner. It is a blended approach of collaborating conventional teaching process to digital content. Google classroom gives an opportunity to the faculty members to utilize more of their time and knowledge in the classrooms rather than spending the time on assessments and paper work. Google classrooms allows the faculty members to upload number of study materials, short films and videos related to communication skills to the MBA students.

2. Smartboards

A smartboard is a kind of reciprocal touchscreen whiteboard consisting of three parts namely whiteboard, computer and projector used for building up teaching and learning process. As the smartboard is interactive, teachers and students can use it to manipulate, change and store the information. The faculty members can exhibit photos, videos and notes with the help of colorful graphics which makes learning fast and impressive. Smartboards can be directly connected to the internet and faculty members can make use of the internet such as email drafting, video conferencing for learning communication skills.

3. Testmoz

Testmoz is exquisite web tool that permits you to create quizzes and test for the classroom in an easy manner. It gives detail result about the grade analysis of the students. The best thing about testmoz is that teachers can design their own test by putting multiple choice questions, one word answer and also essay type questions. It becomes easy for the teacher to conduct grammar and comprehension test to evaluate and give feedback to the students.

4. Kahoot

Kahoot is a free student feedback tool for executing quizzes, encouraging discussions or collecting research data. It is type of game related classroom feedback system played in the classroom in real time. It is a game based learning stage that brings commitment and fun to more than a billion players at schools and colleges. English learning can be fun to learn through use of Kahoot application.

5. MasteryConnect

MasteryConnect is the evaluation and education program platform created to show students learning in a spontaneous and visual way. It helps the faculty members to focus on improving students' results. It helps the faculty members to know the students' understanding levels so that students' language learning can be emphasized in a better way.

6. Plickers

Plickers is a free collaborative hi-tech app that utilizes printable paper clickers instead of technological devices. This is better when students do not possess mobiles or laptops with them. Unique plickers card which acts similarly as a QR code are distributed among the students. Opinions and surveys can be taken into the classroom through this application.

7. Mentimeter

Mentimeter is an application which can be used alternately with powerpoint presentation. Interactive presentations can be used with the help of the mentimeter which is indeed a fun to learn. Lectures, presentations, workshops, seminars can be created in an innovative and creative manner.

Thus there are many application and software- the ICT tools which can transform the educational system into digital education. The teaching-learning process can be made impressive, interesting and memorable.

2. RESEARCH METHODOLOGY

Research Methodology comprises of primary as well as secondary data. Primary data is assembled through distributing 10 structured questionnaires among 4 selected MBA colleges of Pune city i.e. RMD Sinhgad School of Management Studies, Sinhgad Institute of Management and Computer Applications, Sinhgad Business School and SKN Sinhgad School of Business Management. 10 questions pertinent to the objectives of the research are formulated to receive appropriate information. Secondary data is collected from various internet sources, research articles and books.

Research design is descriptive and quantitative in approach where data is collected through survey based method and data analysis will be accomplished in a tabular and graphical representation with the help of bar charts, histogram and pie-charts. Simple random sampling method is used for collecting the information where equal chance is given to the respondents. Sample size of …. is selected.
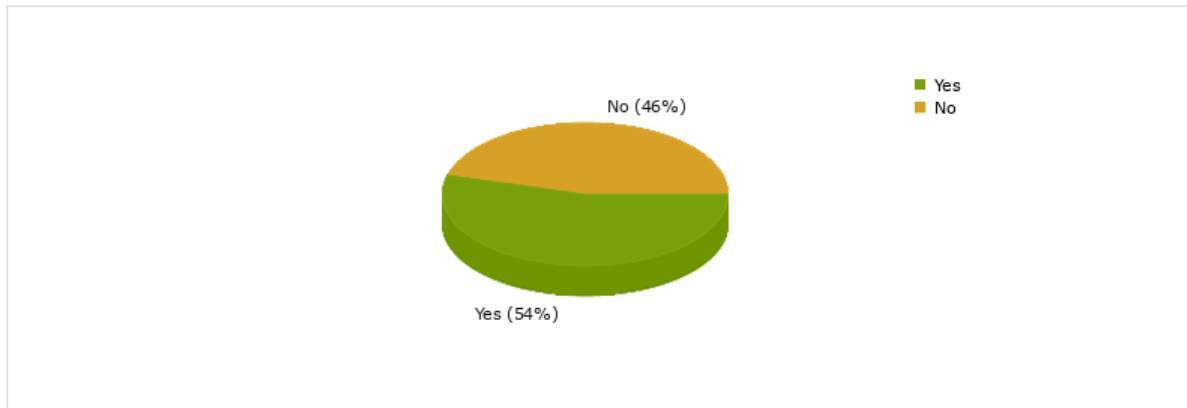
Data Analysis and Interpretation
 Data collection took place from 11.3.20, 18:48 to 15.3.20, 15:55

Q1. How will you rate your computer ability?
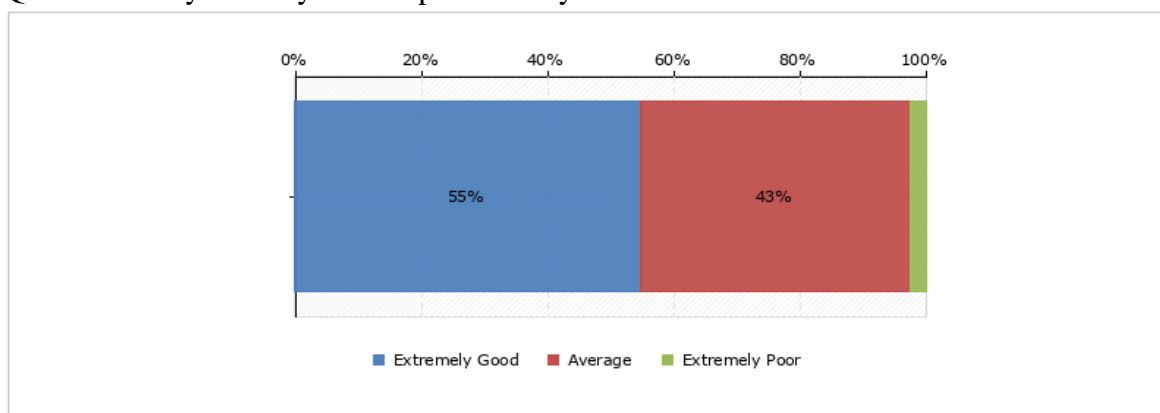
Interpretation: 55% of the MBA students have rated their computer ability as extremely good whereas 43% of the MBA students have rated their computer ability as average.

Q2. Did you take professional training in Computer?

Interpretation: 54% of the MBA students have taken professional training in computer whereas 46% of the MBA students have taken professional training in computer.

Q3. How do you make use of the ICT tools for your learning?
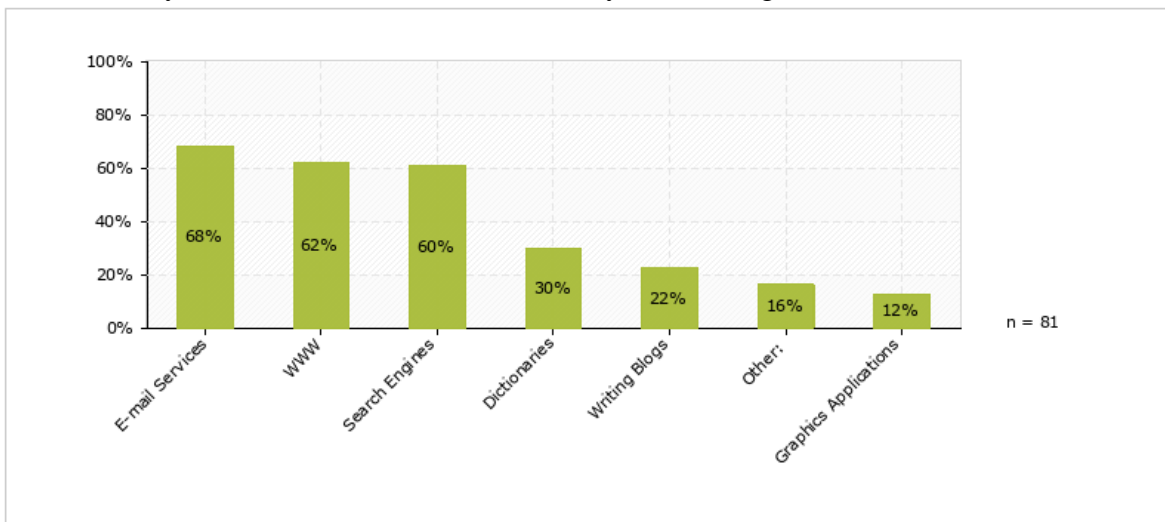
Interpretation: 68% of the MBA students use e-mail services as one of the ICT tools for learning and 62% use world wide web for learning.

Q4. Do you use ICT tools for improving communication skills?
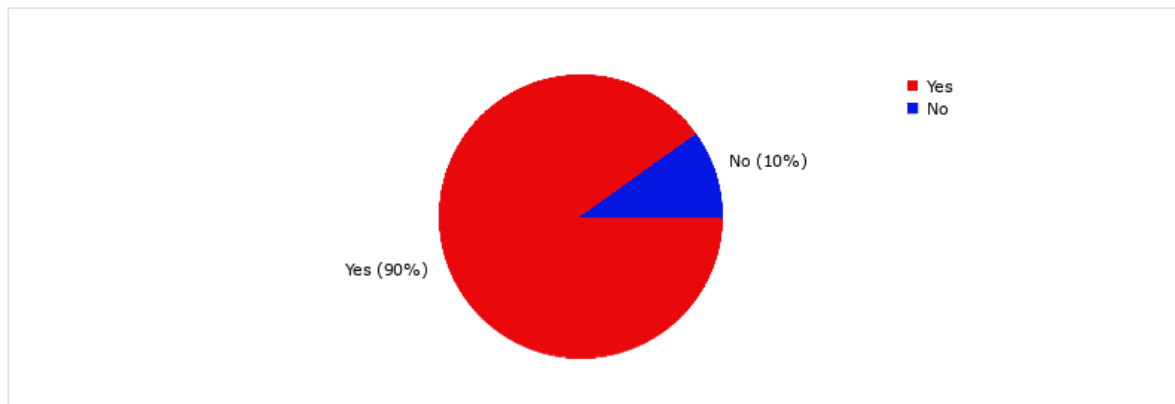
Interpretation: 90% of the MBA students are using ICT tools for improving their communication skills.

Q5. Mention the purpose for using ICT tools for improving communication skills.
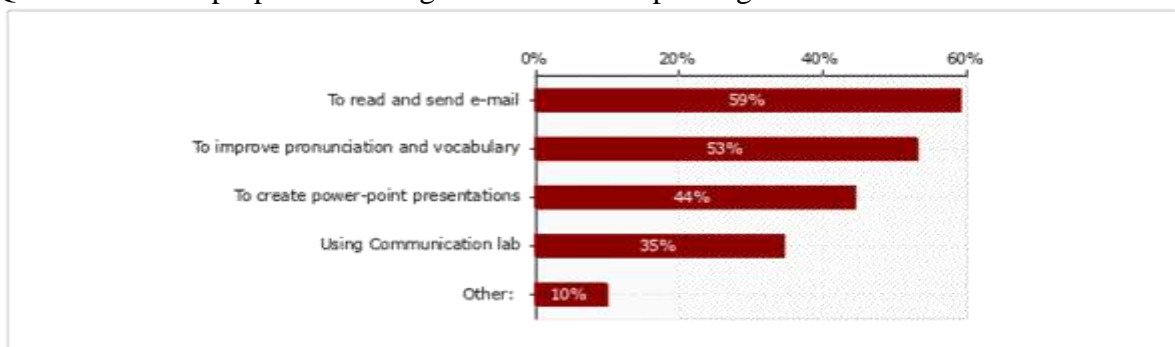
Interpretation: 59% of the MBA students use ICT tools for sending e-mail for improving communication skills whereas 53% of the MBA students use it for improving pronunciation and vocabulary.

Q6. State some advantages of ICT for enhancing communication skills
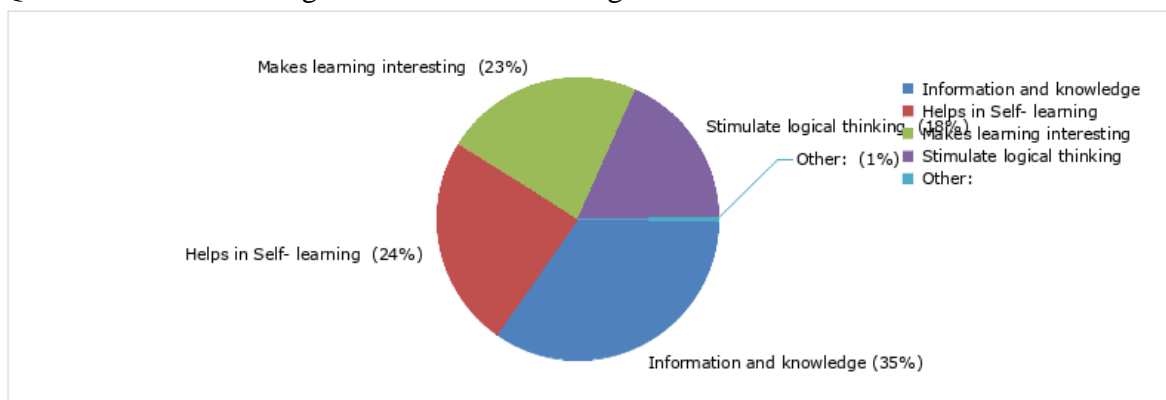
Interpretation: 35% of MBA students state that the most advantage of ICT is providing information and knowledge.

Q7. State some disadvantages of ICT in enhancing the communication skills.
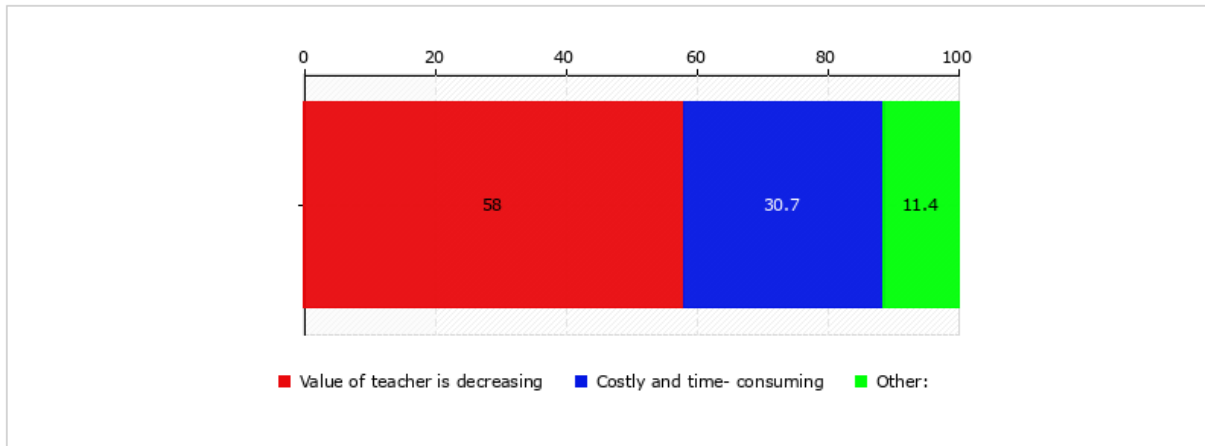
Interpretation: 58% of the MBA students feel that one of the disadvantages of ICT is that it is decreasing the value of teacher.

Q8. Which ICT tools are practiced and implemented by your institute and faculty members?
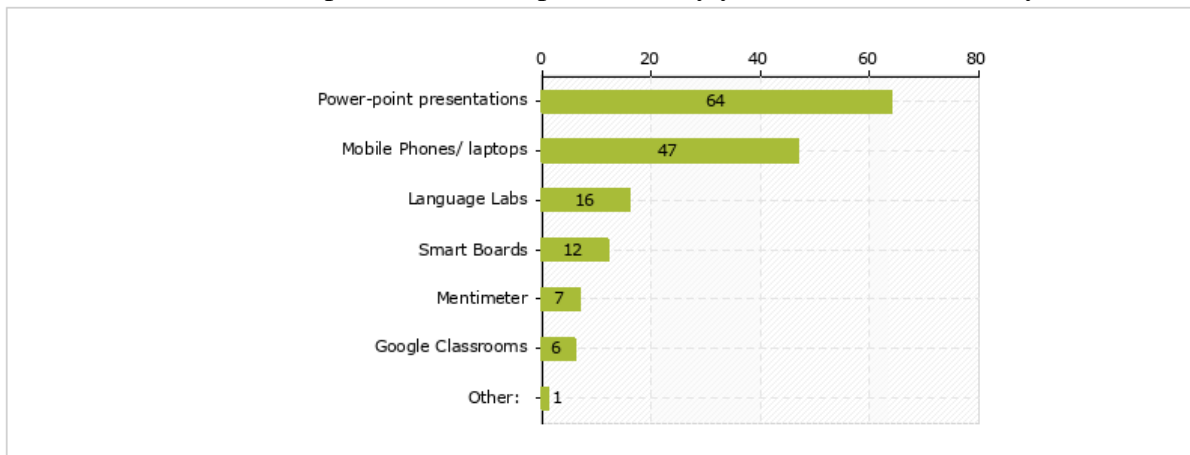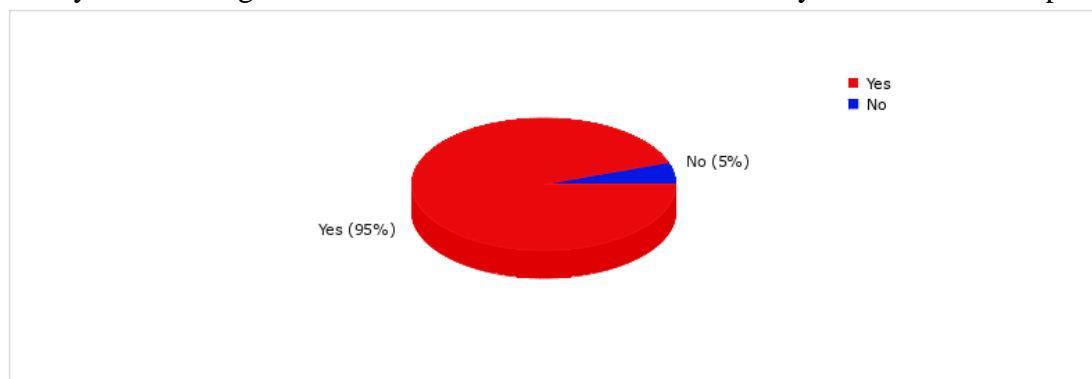

Interpretation: 64% of the MBA students stated that power-point presentations are mainly used by their faculty members and institutes.

Q9. Do you think ICT tools will help you in enhancing your communication skills in a better way?
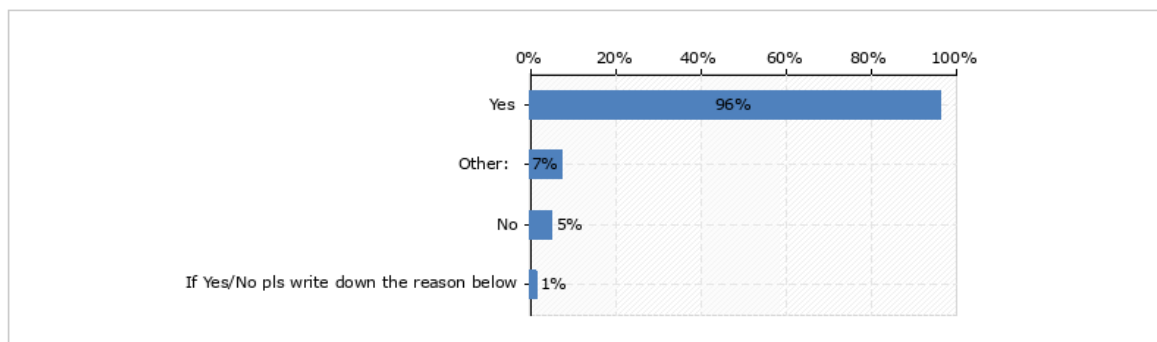
Interpretation: 96% of the MBA students feel that ICT tools will help them in enhancing their communication skills.

Q10. Do you think English Communication Skills is essential for your overall development?

Interpretation: 95% of the MBA students stated that English communication skills is essential for their overall development.

3. MAJOR FINDINGS AND CONCLUSION

The major findings of the research is that majority of students have good acquaintance with computer abilities. Some of them have taken professional training in computers. Majority of MBA students are using email services for improving communication skills and some are using different websites for improving their communication skills. Very few students are using other ICT tools. Majority of students stated that they make use of ICT tools for improving communication skills. There are some advantages as well as disadvantages of ICT tools such as ICT tools helps in gaining knowledge and valuable information, makes it interesting and self-learning . Disadvantages of ICT tools is day by day reducing the importance of teachers and also it is time-consuming. Majority of students have stated that power-point presentations is one of the most used ICT tools by the institute and faculty members. There are another applications and software such as mentimeter, language labs, smartboards, google classrooms which are rarely used by the institutes and faculty members for enhancing the communication skills of the students. Majority of the MBA students consider that ICT tools can help them in enhancing the communication skills which will ultimately help to improve overall performance

of the students.

The teaching-learning process of the education has transformed from conventional chalk and board method to contemporary use of ICT tools for enhancing the communication skills of the students. Students are becoming smart day by day as they are handling smart phones daily. For this reason it is pivotal that education system should move towards technology driven classroom. In order to make the classroom hi-tech and innovative, the institutes and teachers should make efforts to make the transformation and should get trained themselves regarding ICT tools. The developed nation have already transformed their classrooms into technology oriented classrooms. MBA institutes in Pune is still working on it. English communication skills can be improved by utilizing the latest technological and innovative tools so that the classroom will become interactive and interesting. ICT tools gives a quick answer to the doubt students and teachers face. It is fastest means through which teachers can communicate to the students and vice-versa. With the help of the ICT tools, students can learn email netiquettes, pronunciation improvement, vocabulary building and help to develop logical skills. Thus, Information and Communication Technologies (ICT) has brought technological revolution into the world and which should be implemented on a daily basis.

Suggestions

As ICT has become the backbone in the business world, so every sector including the educational sector have to go for transformation. Digital literacy has become the need of the day. The following suggestions can be implemented by the students, faculty members and management institutes.

1. Students and teachers should be trained in an appropriate manner to make them well-versed with the technology.
2. Teachers should be trained every year with regards to the technological innovations which happens every moment.
3. Management institutes should make provision for installation of language/ communication labs, smartboards with wifi connectivity, google classrooms and theatre system where students can be shown movies.
4. Faculty members with good communication skills and technology skills should be appointed.
5. There should be awareness regarding various applications such as blog writing, mentimeter, testmoz, google classrooms, kahoot, quizzes so that it can be used in the classroom for improving communication skills.
6. Faculty members can create their online video on youtube, create their online courses so that students can enroll their names for the same. The more the teacher use ICT tool in the classroom, the quicker the student will learn to speak fluently.

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