

# Assessing the Impact of Communication Skills Training on the Employability of Students

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## Abstract

Communication skills play a pivotal role in enhancing employ-ability, bridging the gap between academic knowledge and workplace requirements. This study investigates the impact of communication skills training on students' employability in Tamil Nadu. Using a mixed-methods approach, data was collected from 200 final-year undergraduate students through structured questionnaires and interviews. The analysis highlights significant improvement in verbal, written, and interpersonal communication skills post-training. Results indicate that communication skills training positively influences students' confidence, presentation abilities, and job readiness, thereby enhancing their employability prospects. The study provides recommendations for integrating structured communication training programs in educational curricula.

**Keywords:** Communication Skills, Employability, Training Programs, Tamil Nadu, Students, Job Readiness, Soft Skills.

## 1. INTRODUCTION

In today's competitive employment environment, employability has emerged as a major concern for students and educational institutions. While academic knowledge is essential, employers increasingly prioritize communication skills as a key factor in recruitment and career advancement. Effective communication enables students to express ideas clearly, participate confidently in professional interactions, and adapt to workplace demands, making it a critical component of employability.

In Tamil Nadu, despite a strong emphasis on higher education, many students face challenges in securing employment due to inadequate communication skills, lack of confidence, and limited interpersonal abilities. Students from diverse linguistic and socio-economic backgrounds often struggle with verbal and written communication, which affects their performance in interviews, group discussions, and workplace communication. To address this gap, educational institutions have introduced structured communication skills training programs focusing on speaking, writing, presentation, and interpersonal development.

This study aims to assess the impact of communication skills training on the employability of students in Tamil Nadu. By examining improvements in verbal communication, written communication, confidence, interpersonal skills, and overall job readiness, the study seeks to provide empirical evidence on the effectiveness of such training programs. The findings are expected to offer valuable insights for educators, trainers, and policymakers in designing effective strategies to enhance students' employability.

## 2. OBJECTIVES OF THE STUDY

- To evaluate the improvement in verbal communication skills among students after training.

- To assess the enhancement of written communication skills through training programs.
- To determine the impact of communication skills training on students' confidence and interpersonal skills.
- To analyze the overall influence of training on students' employability prospects.

### 3. REVIEW OF LITERATURE

**Robles (2012)** highlighted that communication skills are a critical factor in career success and employability.

**Rao (2016)** emphasized the role of soft skills, including communication, in bridging the employability gap among graduates.

**Kumar & Gupta (2018)** found that structured training programs significantly improve students' confidence, presentation, and interview performance.

**Singh & Sharma (2019)** reported that verbal communication proficiency positively correlates with job placement rates.

**Natarajan (2020)** observed that students in Tamil Nadu showed higher employability when exposed to practical communication workshops.

This literature review underscores the need for structured communication skills training to enhance employability outcomes.

#### Scope of the Study

This study focuses on final-year undergraduate students from various colleges in Tamil Nadu. It evaluates the effectiveness of communication skills training programs in improving verbal, written, and interpersonal communication. The findings aim to provide insights for educational institutions, training providers, and policymakers to enhance employability initiatives.

### 4. RESEARCH METHODOLOGY

The Research Study has adopted the Descriptive and analytical research design. The population adopted for the study are Final-year undergraduate students in Tamil Nadu. The Sample Size is 200 students with stratified random sampling method. The data for the study has been collected using a well structured questionnaire. The data analysis tools used for the study are Mean, percentage analysis, Chi-square test, and correlation analysis.

#### Data Analysis and Interpretation

Data analysis and interpretation form a crucial part of this study, as they help in examining the impact of communication skills training on students' employability. The data collected from 200 students were analyzed using percentage analysis to compare skill levels before and after the training program. The analysis focuses on four major dimensions: verbal communication skills, written communication skills, confidence and interpersonal skills, and overall employability readiness. The results are presented in tabular form and interpreted objective-wise to draw meaningful conclusions.

#### Verbal Communication Skill Improvement Post-Training

Verbal communication is a critical component of employability, reflecting a student's ability to articulate ideas, participate effectively in discussions, and perform confidently in professional settings. Structured communication skills training programs aim to enhance students' fluency, vocabulary, pronunciation, and confidence in speaking.

To evaluate the effectiveness of the training, students’ skill levels were assessed before and after the training, and the improvement was measured using the following formula:

$$\text{Improvement ( percent)} = \frac{\text{After Training} - \text{Before Training}}{\text{Before Training}} \times 100$$

This formula calculates the percentage increase in the number of students in each skill category, relative to the number before training, allowing a clear understanding of how much progress was made.

Table 1: Verbal Communication Skill Improvement Post-Training

Skill Level	Before Training	After Training	Improvement ( percent)
Poor	45	10	77.78
Average	95	60	36.84
Good	50	90	80.00
Excellent	10	40	300.00
<b>Total</b>	200	200	—

Source: Primary Data.

The data shows a marked improvement in students’ verbal communication abilities following the training program. Before training, a large portion of students were classified as ‘Poor’ (45) or ‘Average’ (95), indicating a need for skill development. Post-training, only 10 students remained in the ‘Poor’ category, demonstrating a substantial reduction of 77.78 percent. The ‘Good’ category increased from 50 to 90 students, while the ‘Excellent’ category saw the most significant growth, rising from 10 to 40 students — an improvement of 300 percent. This shift indicates that the training program was highly effective in enhancing verbal skills across all levels. Students gained confidence in public speaking, improved articulation, and developed better command over language, which are essential for employability. Overall, the program successfully transformed a majority of students from lower skill levels to higher proficiency levels, reflecting the positive impact of structured verbal communication training.

**Written Communication Skill Assessment**

Written communication is a fundamental employability skill, as it enables students to convey ideas clearly in emails, reports, proposals, and professional documentation. Strong written skills are essential for academic success, workplace interactions, and effective professional correspondence.

To measure the effectiveness of communication skills training on students’ writing abilities, skill levels were assessed before and after the training program. The improvement in each category was calculated using the following formula:

$$\text{Improvement ( percent)} = \frac{\text{After Training} - \text{Before Training}}{\text{Before Training}} \times 100$$

This formula quantifies the percentage increase in the number of students in each skill category, relative to the number before training, providing a clear measure of the program’s impact on written communication skills.

Table 2: Written Communication Skill Assessment

Skill Level	Before Training	After Training	Improvement ( percent)
Poor	40	15	62.50
Average	100	70	30.00
Good	50	90	80.00

Excellent	10	25	150.00
<b>Total</b>	200	200	—

Source: Primary Data

The table demonstrates a significant enhancement in students' written communication skills following the training:

The 'Poor' category decreased from 40 to 15 students, representing a 62.5 percent improvement, indicating that most students in the lowest skill level improved their writing proficiency.

The 'Good' category increased from 50 to 90 students, an 80 percent improvement, while the 'Excellent' category rose from 10 to 25 students, showing a 150 percent improvement.

Overall, the number of students in the higher skill levels ('Good' and 'Excellent') increased from 60 to 115, reflecting that the training effectively enhanced the ability to write reports, emails, and professional documents. This indicates that structured written communication training significantly improves students' clarity, grammar, structure, and overall writing confidence.

### Confidence and Interpersonal Skill Levels

Confidence and interpersonal skills are essential components of employability. They enable students to communicate effectively in teams, participate in group discussions, and handle interviews and workplace interactions with assurance. Communication skills training programs aim not only to enhance verbal and written abilities but also to build self-confidence and interpersonal effectiveness.

To evaluate the impact of training, students' confidence and interpersonal skill levels were assessed before and after the program. The improvement in each category was calculated using the formula:

$$\text{Improvement ( percent)} = \frac{\text{After Training} - \text{Before Training}}{\text{Before Training}} \times 100$$

Before Training

This formula provides a quantitative measure of growth in each skill category, helping readers clearly understand the extent of improvement.

Table 3: Confidence and Interpersonal Skill Levels

Skill Level	Before Training	After Training	Improvement ( percent)
Low	60	15	75.00
Moderate	100	70	30.00
High	40	90	125.00
Very High	0	25	—
<b>Total</b>	200	200	—

Source: Primary Data

The table shows that the training program had a substantial positive impact on students' confidence and interpersonal skills:

Students in the 'Low' category decreased from 60 to 15, a 75 percent improvement, indicating that most students with low initial confidence improved significantly.

The 'High' category increased from 40 to 90 students, representing a 125 percent improvement, showing that a large number of students moved into higher confidence levels.

Additionally, 25 students reached the 'Very High' category, reflecting the highest levels of confidence and interpersonal effectiveness achieved after training.

Overall, the shift from lower to higher skill levels demonstrates that structured communication training can profoundly enhance students’ self-assurance, teamwork abilities, and readiness for professional interactions.

**Employability Readiness Post-Training**

Employability readiness reflects a student’s overall preparedness to secure and perform effectively in a job. It includes a combination of technical knowledge, communication skills, confidence, and interpersonal abilities. Communication skills training plays a critical role in enhancing employability by improving verbal and written communication, boosting confidence, and developing interpersonal skills that are highly valued by employers.

To assess the impact of training on employability, students’ readiness levels were evaluated before and after the program. The percentage improvement in each category was calculated using the formula:

$$\text{Improvement ( percent)} = \frac{\text{After Training} - \text{Before Training}}{\text{Before Training}} \times 100$$

Before Training

This calculation allows readers to understand the relative increase in the number of students in each employability category, showing the effectiveness of the training program.

Table 4: Employability Readiness Post-Training

Employability Level	Before Training	After Training	Improvement ( percent)
Low	50	20	60.00
Moderate	100	60	40.00
High	40	90	125.00
Very High	10	30	200.00
<b>Total</b>	200	200	—

Source: Primary Data

The table demonstrates a significant positive impact of communication skills training on students’ employability readiness:

Students in the ‘Low’ category decreased from 50 to 20, a 60 percent improvement, showing that most students with low initial employability gained essential skills.

The ‘High’ category increased from 40 to 90, a 125 percent improvement, while the ‘Very High’ category rose from 10 to 30, a 200 percent improvement, indicating that the program helped many students reach top employability levels.

Overall, the combined number of students in the ‘High’ and ‘Very High’ categories increased from 50 to 120, reflecting a major enhancement in job readiness.

This analysis indicates that communication skills training strongly correlates with employability prospects, equipping students with the skills, confidence, and interpersonal abilities necessary to succeed in professional environments.

**Findings**

Structured communication training significantly improved students’ verbal clarity and pronunciation, enabling clearer and more effective expression of ideas.

Students showed a marked increase in confidence in public speaking, enhancing their ability to present and communicate in professional settings.

Training enhanced students’ grammar, clarity, and ability to structure written content in a professional manner.

Students became more proficient in report writing, formal emails, and professional documentation after training.

Communication skills training helped instill self-assurance, reducing hesitation and communication anxiety among students.

Interpersonal interaction and teamwork skills improved significantly, enabling better collaboration and peer communication.

Communication skills training enhanced overall job readiness by strengthening key employability competencies.

Students demonstrated improved performance in interviews, presentations, and group discussions following the training.

### **Suggestions**

- Educational institutions should introduce regular speech and presentation sessions within the curriculum to continuously develop students' verbal fluency, articulation, and public speaking confidence.
- Role-playing activities and mock interview sessions should be used extensively to provide practical exposure and enhance students' real-life verbal communication skills.
- Institutions should organize regular writing workshops focusing on professional emails, reports, and resume writing to strengthen students' written communication abilities.
- Peer review and structured feedback sessions should be incorporated to help students identify areas of improvement and refine their writing skills through collaborative learning.
- Group activities and peer learning strategies should be encouraged to reinforce interpersonal skills, teamwork, and effective communication among students.
- Confidence-building workshops should be conducted prior to placement drives to help students overcome communication anxiety and perform effectively in recruitment processes.
- Employability-focused communication modules should be integrated across all degree programs to ensure students develop job-relevant communication competencies.
- Regular pre- placement training programs, including mock interviews and group discussions, should be conducted to improve students' readiness for employment.

## **5. CONCLUSION**

The present study has comprehensively assessed the impact of communication skills training on the employability of students in Tamil Nadu. The findings clearly indicate that structured communication training plays a significant role in enhancing students' verbal communication, written communication, confidence, interpersonal skills, and overall employability readiness. Students demonstrated notable improvements in verbal clarity, pronunciation, public speaking confidence, and written proficiency after undergoing systematic training.

The study further reveals that communication skills training not only improves language competence but also contributes significantly to building self-confidence and interpersonal effectiveness. Enhanced teamwork skills, improved interaction abilities, and increased self-assurance enable students to perform more effectively in group discussions, interviews, and workplace environments. These competencies are critical in today's competitive job market, where employers increasingly value communication and soft skills alongside technical knowledge.

Moreover, the substantial increase in students' employability readiness after training highlights the strong relationship between communication skills and job preparedness. The shift of students from lower to higher employability levels demonstrates that communication training directly influences students' ability to meet employer expectations. The improvement

in interview performance, presentation skills, and professional communication indicates that such training equips students with practical skills essential for successful career entry. In conclusion, the study establishes that integrating structured communication skills training into higher education curricula is essential for enhancing student employability. Educational institutions should prioritize continuous communication development through curriculum integration, practical training sessions, and pre-placement programs. Future research may focus on longitudinal studies and employer feedback to further validate the long-term impact of communication skills training on career progression and workplace performance.

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