

Title of Thesis	A Study on the Importance of Oral Communication Skills among Business Course Students in IBS College Miri
Name	Abdul Daim bin Hadenan
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
Date of Submission	December 2017
Student Thesis Code	2017/DEC/TIUCT/BBAIB/04

ABSTRACT

This thesis proposal focuses on the importance of oral communication skills among business course students. When communicate orally, student's uses various language, pronunciation and words. The researcher is conducting research on business course students that is taking certificate, diploma and degree programme majoring in marketing management, finance, human resource management and international business. Business course students sometimes fail to understand what they are exposed to or brief with because of their poor listening skills. The researcher adopted quantitative method which the collection method used questionnaire as to explore result of the research questions. It involves using a self-designed questionnaire to collect data from respondents. The researcher has been select 60 business course students who are taking business course to fill up the questionnaire forms. The result reveals that most of the respondents consider that oral communication is important and they think that communicative success is an important criteria of oral communication. Majority of the respondents find that lack of ability to present ideas in an understandable way is the main cause of oral communication problem that they face and presentation of ideas is the most difficult to be put into practice. Some recommendation which are business course student need to practice and perfection their oral communication skills. Future research can further explore to other region in the state, as there are other college or university in Sarawak that is offering business course to their students. Besides that, future research can investigate the importance of oral communication on other courses such as engineering, hospitality, nursing and occupational safety and health.