

DIFFICULTIES AND CHALLENGES IN BUSINESS WRITING OF THE MANAGEMENT STUDENTS

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ABSTRACT

The face of business communication has transformed drastically for the last few years. The present paper attempts to trace out the problems and challenges of written business communication to the management students who are from different professional colleges in Telangana region of India. The students, who are enrolled in master's program and studying second year. The paper explores the students' attitude towards writing and their priorities in learning business writing. The data were collected by administering the questionnaires to the management students from various professional management colleges for the investigation of learners' views, opinions and experiences about business writing. In order to find out their problems and difficulties faced during business writing, a descriptive test was also conducted for 10 management students. Later, the data was analyzed using the quantitative method approach. With the analysis of data, it was found that writing skills of students were totally neglected throughout their academics and it was also discovered that writing was used for various purposes such as to complete assignments, writing exams and to take part in other classroom writing activities. It is observed that the students' writing skills were found to be poor in business communication especially in business writing. It was also found that most of the classroom instruction was teacher-centric where the students' role was limited and they were passive most of the time in the classroom. Usually, the writing activities were conducted individually, ignoring the pair and the group activities. However, the learners treated writing as an activity for accomplishing assigned tasks and submit them in time for the teacher's evaluation. In the end, the study is also suggested that teachers should create teaching writing context/activities more interestingly. So, that all the learners do take part in all the classroom activities/tasks enthusiastically, enhance their business writing skills and produce effective writing skills in their day to day lives.

KEYWORDS: *Writing Skills, Business Writing, Business Written Communication, Writing Problems*