

SAN JOSÉ STATE UNIVERSITY

**Essential On-the-Job Communication
Skills for Business Majors**

Laimin Lo | Fall 2018



JAMES F. BOGGARD'S
BUSINESS EDUCATION CENTER

SURVEY DESIGN



RATINGS

☆ Scale of 1-5

☆ 2 Open-Ended

☆ Comments Section



DEMOGRAPHICS



★ ENGL100WB S13-S18
(308 Students; 8 Bounced)

★ BUS100W F05-F06
(71 Students; 8 Bounced)

★ BUS130 S07
(25 Students; 4 Bounced)

★ ENGL1B F12-S13
(48 Students; 2 Bounced)

★ 109 Completed
24.7% Response Rate





CURRENT STUDENTS





JAMES F. BOGGARD'S
BUSINESS EDUCATION CENTER

SURVEY RESULTS





WRITTEN



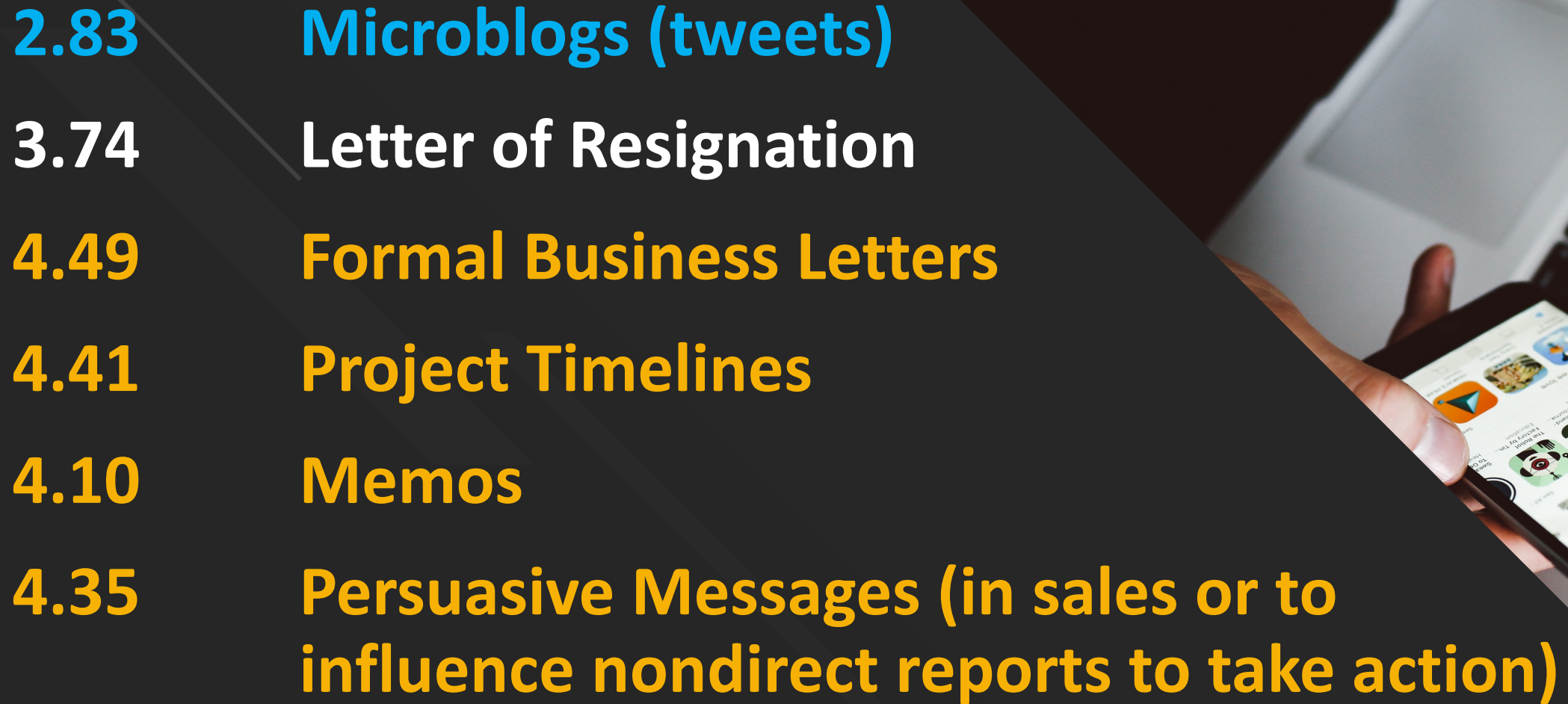


On a scale from one to five, please rank the importance that learning to effectively write each of these forms of communication has had on either: 1) helping you complete your college courses, 2) getting your first entry-level job, or 3) performing your current job.

[1=not at all important; 3=somewhat important; 5=very important]

4.82	Resume	4.70	Email
3.97	Cover Letter	3.30	Instant Message
3.97	Post-Interview Thank You Letter	4.05	Self-Evaluations
3.71	General Notes of Gratitude	3.87	Peer-Evaluations
3.51	Biography	3.95	Executive Briefs
4.06	LinkedIn Profile	4.11	Proposals
		4.47	Presentations (PPT)

4.30	Analytical Report	4.11	Product Delay Notification
4.12	Request for a Recommendation	3.28	Press Release
3.99	Recommendation Letter	3.86	Web Content
3.51	LinkedIn Endorsement	3.66	Marketing Collateral
3.92	Crisis Communication	2.78	Podcasts (or Voice Scripts)

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- 2.83** **Microblogs (tweets)**
 - 3.74** **Letter of Resignation**
 - 4.49** **Formal Business Letters**
 - 4.41** **Project Timelines**
 - 4.10** **Memos**
 - 4.35** **Persuasive Messages (in sales or to influence nondirect reports to take action)**



ORAL





On a scale from one to five, please rank the importance that receiving hands-on practice in each of the following business situations has had on either: 1) helping you complete your college courses, 2) getting your first entry-level job, or 3) performing your current job.

[1=not at all important; 3=somewhat important; 5=very important]

- 4.22 The Story of You**
(Verbal Biography)
- 4.60 Business Introductions**
(Handshakes)
- 4.78 Job Interview**
- 4.36 Salary Negotiation**
- 4.14 Performance Reviews**
- 4.36 Impromptu Speeches**
- 4.42 Presentations**
(Projected or Screen Sharing)
- 4.18 30-Second Elevator Pitches**
- 4.56 Business Meetings**
(Internal, in-person and/or via video/audio bridge)
- 4.47 Business Outing**
(Lunch, dinner, or other social business gathering with colleagues)
- 4.47 Customer Engagement**
(Sales call, meeting, or outing involving customers, vendors, contractors or suppliers)

RESEARCH





On a scale from one to five, please rank the importance that learning the following research skills or topics has had on either: 1) helping you complete your college courses, 2) getting your first entry-level job, or 3) performing your current job.

[1=not at all important; 3=somewhat important; 5=very important]

3.82 King Library Research

(Session taught importance and sources of credible information)

4.49 Market Research

(Learning the hiring practices of Silicon Valley managers)

4.43 Branding

(Market research to help students build their own brand identity)

4.45 Intercultural Communication

(Learning to communicate and do business effectively with other cultures)

4.63 Customer Needs

(Understanding and effectively learning customer needs and wants)

4.59 Corporate Culture

(Understanding and learning to work within the different corporate cultures)

QUESTIONS



A photograph of a large, multi-story building at San José State University. The building features a prominent tower on the left side, heavily covered in green ivy. The main building has a light-colored stucco facade and a red-tiled roof. Several arched windows are visible. The building is surrounded by lush greenery, including palm trees and a tall, slender cypress tree. The sky is clear and blue. In the foreground, there is a well-maintained green lawn.

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