

Title : Assessment of Factors that Affect Students' Business Writing Skills

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Abstract: Writing is a language skill that used for effective communication. The research set out to identify the most common reasons why students struggle with business writing and to provide them with strategies to become better writers overall. Nazareth Art and Science College undergraduates have been the focus of this study, which has employed qualitative and quantitative methodologies to probe the difficulties they face. A total of 106 students from Nazareth College of Art and Science took part in the study. Questionnaire was employed for data collection. The researchers analyzed the survey data using descriptive statistics. The results of this research show that learners had a lot of trouble with their business writing. Business writing can be challenging for students for a variety of reasons, including traditional teaching approach, insufficient practice, lack of motivation and lack of sufficient vocabularies. The study suggests that students' writing could be enhanced with enough practice, the right methods of teaching writing, smaller class sizes, frequent feedback on errors, and encouraging students to shift their perspective on the importance of writing.

Keywords: analysis, business, language learning factors, writing skill

DOI: <https://doi.org/10.5430/wjel.v14n5p424>

<https://www.sciedupress.com/journal/index.php/wjel/article/view/25393>