Role of Effective Communications for Enhancing Leadership and Entrepreneurial Skills in University Students

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Abstract In this fast paced environment where the interaction of individuals with other individuals has become very important, we most certainly feel the need for good communication skills. It has been observed that the English language today holds a vital importance for an individual’s success in the academic area. Most of the course books are designed in the English language as it is now considered to be an international language, used all over the world. Effective communication means two way communications. It plays a vital role in the development of Leadership and Entrepreneurial skills in students. The four primary skills which are: reading, writing, listening and speaking are studied in unison to enhance the inner potentials of the students, e.g. they listen to the lectures, they speak in classroom discussions, they read notes and write to give expression to their thoughts. Let’s say if we take the speaking skills alone, we will observe that a student who is good in expressing himself has a fairly better chance to succeed in his academic and professional career; he displays a self confidence which is not the forte of his peer, who may be weak in their spoken expression. This quality comes through his command over the English language. Self confidence leads to the development of the leadership and entrepreneurial qualities, because leaders and entrepreneurs display the quality to execute plans, they are good human resource managers and are able to take their team forward in the right direction to achieve goals. It is not necessary for the leader and entrepreneur to lead from the front, but they may lead from the back giving full credit to the team members for doing their part in accomplishing a project. The team leader is able to express himself clearly with his team members, he is able to listen to their problems with compassion and is able to make logical decisions in favor of his team as well as his project.

Key words: Effective communication, oral communication, Leadership and Entrepreneurial skills, reading skill, writing skill, listening skill, speaking skill