Toward Understanding the Importance of the Different Aspects of Oral Communication: An Exploratory Study of MBA Students in Portugal

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ABSTRACT

Using a sample of Portuguese MBA students representing different backgrounds and experiences, this exploratory study sought to increase awareness of the importance of the various aspects of oral communication. Based on this study, which is part of a stream of research, it appears that both business and institutions of higher learning in business have a long way to go toward uncovering the relevance of the different facets of oral communication and their importance to open-system organizations of today.

Keywords: Oral Communication, Business Education, Portuguese sample, Communication skills, Communication Profiles.