

DEVELOPING EFFECTIVE COMMUNICATION SKILLS BY USING QUALITY CIRCLES FOR MANAGEMENT GRADUATES

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ABSTRACT

Teaching English Communication Skills to management graduates is a challenge, teaching **large** classes is *the* biggest challenge, by large classes, 60 plus students. In an ideal world everyone would teach smaller classes so students get the attention they deserve but in some institutes it's simply just not possible. So it's the job being the ever so flexible and creative communication teachers that are to make the best of what they have got. One needs to be resourceful and adaptable to cater to the needs of the students. Often teaching mixed classes of different abilities and learning styles is the biggest challenge. One needs to find ways to activate quieter students and assess students' level. All the while one has to keep the momentum and fun in the class to keep all of the adoring students involved which is quite a juggling task. The purpose of this study is to explore the use of an alternative strategy for developing effective communication skills – Quality Circles.

KEYWORDS: Communication Skills, Management Graduates, Quality Circles, Teamwork, Interpersonal Relations