

# BUSINESS COMMUNICATION

## UNIT-1

1. Purpose and process of communication.
2. Objectives of communication.
3. Types of communication.
4. Listening skills.
  - (a) Types of Communication
  - (b) Essentials of Good Listening.

## UNIT-2

1. Organization Communication.
2. Formal and Informal Communication.
3. Interpersonal Communication.
4. Intrapersonal Communication.
5. Role of Emotions in Communication.
6. Barriers to Interpersonal Communication.
7. Gateways to effective Interpersonal Communication.
8. Exchange Theory.

## UNIT-3

1. Non-verbal communication and Body Language
2. Kinesics
3. proxemics
4. paralanguage
5. Haptics
6. Body Language in Interviews
7. Business Etiquettes.
8. cross cultural communication.

## UNIT-4

### 1. Written communication.

(a) Mechanics of Writing.

### 2. Report Writing.

### 3. Business Correspondence.

(a) Letter Formats.

### 4. Meetings and Managing Meetings.

### 5. Resume Writing - formats and skills.

## UNIT-5

### 1. Presentation skills.

(a) pre-requirements of effective presentation.

(b) Format of presentation.

### 2. Assertiveness.

(a) Strategies of Assertive Behaviour.

### 3. Communication skills for Group Discussion.

### 4. Communication skills for Interviews - Interview Techniques.



## I. Definition of Communication:

Communication is a process of Transferring ideas, views, opinions from one to The other Through proper understanding.

## II. process of communication:

(1) Sender: One who initiates The communication process and sends The message is called as sender.

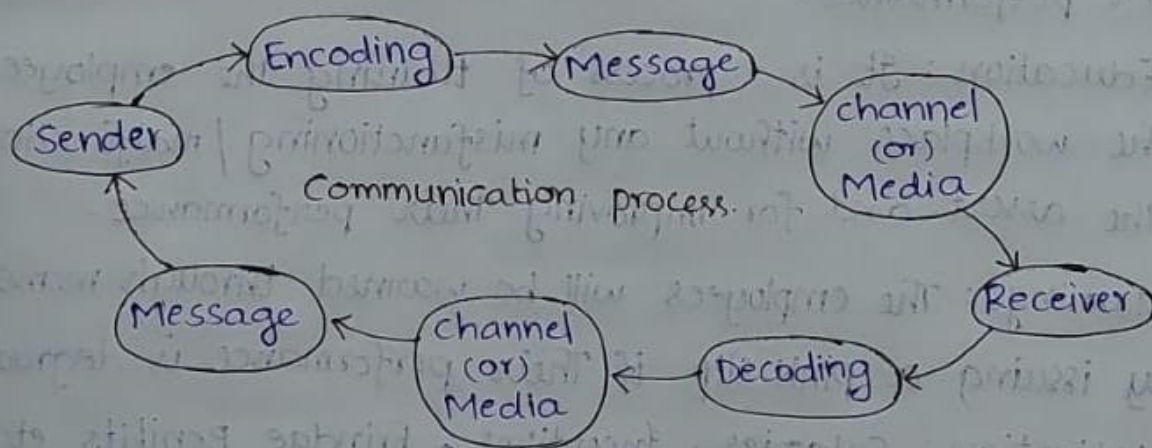
(2) Encoding: It is a process of Translating Thoughts of The sender into message.

(3) Message: The information which is carried from one person to The other That is from The sender to The receiver is called as Message.

(4) Channel or Media: It is a path or a medium Through which The message is transferred to The receiver.

(5) Decoding: It is The process of Translating The message into ideology of The receiver Through proper understanding.

(6) Receiver: The person who receives The message from The sender ultimately is called as Receiver.



## 2. objectives of Communication.

(1) Decision Making: The success or failure of any Organization depends upon The strategic decisions taken by The organization after due to consultation with The



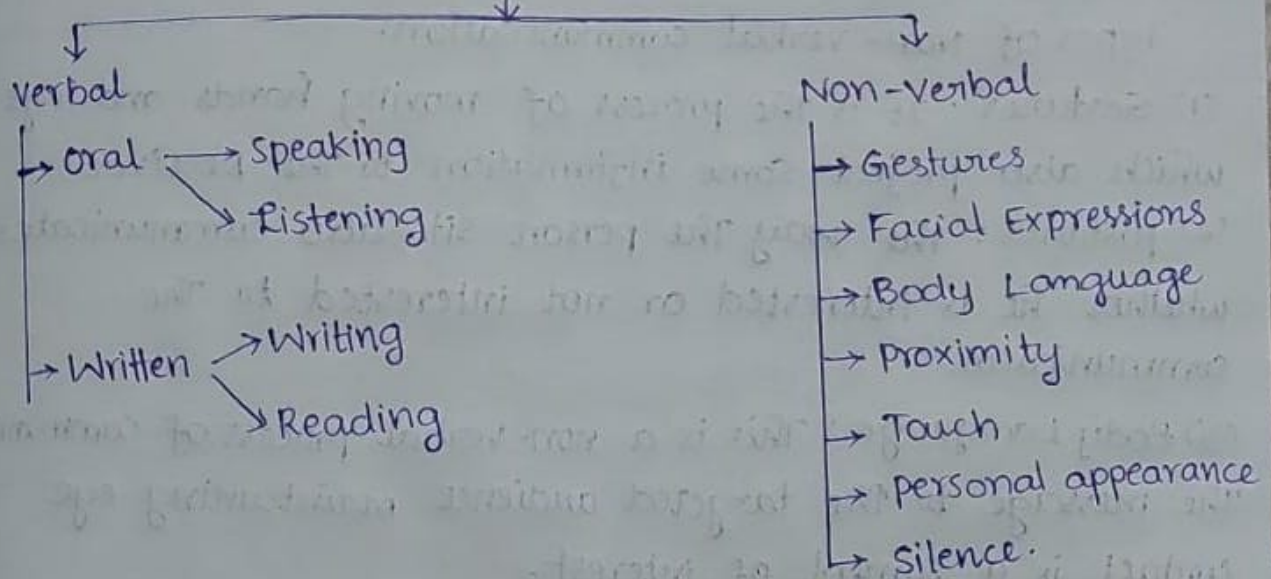
members of the organization.

- (2) productivity: proper communication increases the efficiency and the effectiveness of the organization, which results in increasing the productivity in the organization.
- (3) steady flow of work: The work will be performed without any deviations in the performance that is without grievances, disputes, misunderstandings in the process of conducting the organization.
- (4) Build Relationships: If the communication is good in the organization, strong bondages and relationships will be established in the organization across various levels.
- (5) clear promotional material: The advertisements in the form of hoardings, posters etc., should be clearly understood by the customers who have an intention to purchase the product.
- (6) provide Advice: The superiors communicate to the subordinates by counselling them, suggesting them, or advising them.
- (7) persuasion: It is a process of dragging the attention of the subordinates by offering various incentives for better performance.
- (8) Education: It is a process of training the employees at the workplace without any malfunctioning / malfunctioning of the asset and for improving their performance.
- (9) Warnings: The employees will be warned through memo's or by issuing a pink slip if their performance is degrading.
- (10) Motivation: Salaries, Incentives, Fringe Benefits etc., act as a motivation tool for increasing the performance of employees.
- (11) Discipline: Every organization has a set of rules, regulations etc., which guide the organization to increase their performance regularly.



### 3. Types of Communication Media.

#### Types of Communication Media



#### Types of Communication Media.

I. Meaning: Media is the exchange of information between the sender and Receiver which facilitates proper communication.

#### II. Types of Communication Media.

There are two types of communication media which are as follows.

(A) Verbal communication

(B) Non-verbal communication.

(A) Verbal communication: A communication which involves a specific language, vocabulary, Grammar, rules and regulations etc., is called as verbal communication. There are two types of verbal communication which are as follows.

(a) oral communication: The communication in the form of words is called as oral communication. It includes speaking skills and listening skills.

(b) Written communication: The communication in the form of memos, notice, circular is called as written communication. This is successful only if there are good writing skills and reading skills.



(B) Non-verbal communication: The communication with no specific language, rules, regulations etc., is called as Non-verbal communication.

Types of non-verbal communication:

- (1) Gestures: It is the process of moving hands and legs which also project some information to the Receiver.
- (2) Postures: The way the person sits also communicates whether he is interested or not interested to the communicator.
- (3) Body Language: This is a non-verbal process of communicating the message to the targeted audience maintaining eye contact is a symbol of interest.
- (4) Proxemics: It is also called as space language. It indicates the interest or disinterest of the communicator. The distance between the speaker and listener indicates the intimacy between them.
- (5) Silence: Silence communicates the approval or disapproval of the listeners completely.
- (6) Personal Appearance: The dress code that they follow indicates the success or failure of the person in an interview sometimes.
- (7) Touch: patting on the shoulders indicate a symbol of appreciation for better performance.

#### 4. Listening skills;

I. Meaning: Listening is the process of hearing the communicator, paying attention, understanding the message, evaluating the message with proper consensus.

II. process of listening:

- (1) Hearing
- (2) Selection
- (3) Attention
- (4) Understanding



(5) Evaluating

(6) Remembering

(7) Responding.

### III. Essentials of Good Listening :

(1) preparation before listening : The psychological presence of listener is required so he should be prepared before listening.

(2) Listening to understand : Listening is a process of hearing, selecting, attending, understanding, evaluating, remembering and responding to the message.

(3) Attention : A Good Listener pays the attention to the communicator for analysing the information.

(4) Concentration on context : Listening varies from one situation to the other.

(5) Taking Notes : A Good Listener always takes the important points to be noted after listening.

(6) Asking Questions : It indicates that the listeners are attentive and interested.

(7) Evaluation : A Good Listener can check whether the communicator is having better communication or not.

### IV. Types of Listening :

(1) Appreciative Listening : usually this listening happens when a person is appreciated for his performance.

(2) Empathetic Listening : It is the process in which the listener thinks as if he were the communicator and then listens the message.

(3) Comprehensive Listening : It is the process of in which listener seeks to understand and organize the message.

(4) Evaluative Listening : It is the process of assessing the information for taking a decision.

(5) Active Listening: The physical as well as psychological presence is required.

(6) Casual Listening: Here the listener shows low or zero attention to the speaker.

(7) Partial Listening: The listener is physically present but psychologically absent.

(8) Inactive Listening: It is an opposite of active listening.

(9) Selective Listening: Here the listener pays the attention to only those issues which he wants.

(10) Deep Listening: The listener listens, understands, interprets and extends the evaluation of information that is required.