

Course Code: HSC102B

Course Title: Business Communication and Presentation Skills

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Lectures: 5-6

Introduction to Business Communication

At the end of the Lecture students should be able to

- Describe the basics of communication
- Comprehend modern business communication
- Demonstrate improved communication skills
- Apply 7 C's for effective communication

Introduction to Business Communication

Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business.

Communication is the essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication.



Introduction to Business Communication (Contd.)

Communication is of paramount importance to start a career. Interestingly it is relevant even before you have got yourself recruited in a company. Your involvement starts the moment you place your Resume/CV before the prospective employer.



Nature and Attributes of Communication

Understanding nature and attributes help us improve our competence and skill in communication.

Communication is -

- Dynamic
- Contextual
- Continuous
- Coordinates our relationships
- Symbolic
- Culturally linked
- Collaborative
- Ethical
- Systematic

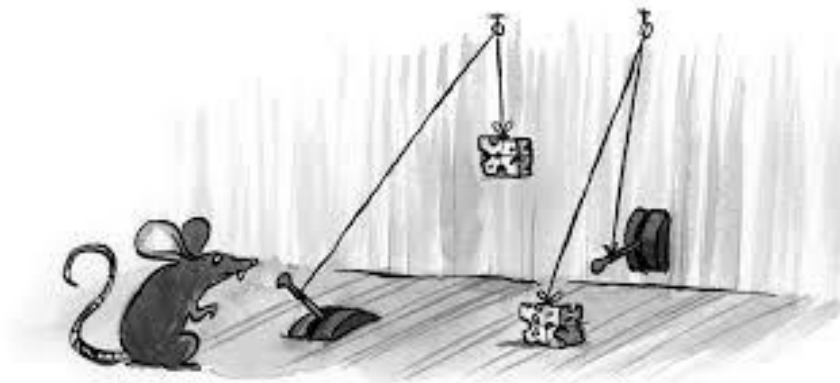


Purpose of Communication

- To inform – expose, develop and explain the subject . Focus on the subject.



- To persuade – influence the receiver. Focus is on the receiver of the message.



Principles of Communication

Lack of effective communication renders an organization handicapped. Certain principles to be followed for effective communication are-

- **Clarity:** The principle of clarity means the communicator should use such a language which is easy to understand
- **Adequacy and Consistency:** The communicator must carefully take into account that the information to be communicated should be complete and adequate in all respect

Principles of Communication (Contd.)

- **Integration:** The principle of integration portrays that through communication the efforts of human resources of the organization should be integrated towards achievement of corporate objectives
- **Attention:** The message communicated must draw the attention of the receiver and ensure action in the right perspective
- **Economy:** The unnecessary use of communication system will add to cost

Modern Business Environment


Business communication has seen significant changes over the past few years. The way we communicate and the media of communication have changed along with the changes in workplace dynamics.

- Globalization is the key to success-Competition moved from local competitors to global competitors
- Diverse teams, cross-cultural working environments and ability to work in teams with different nationalities have become necessary
- Good communication skills, business etiquette are some of the qualities that are valued

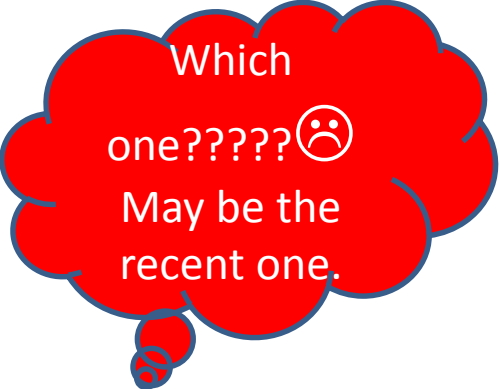
Effective Communication

Communication is said to be effective when the sender gets the desired response from the recipient without ambiguity.

Ineffective




Please, get me the document




Which one????? 😞
May be the recent one.

Effective



Please, get me the ABC Project's document

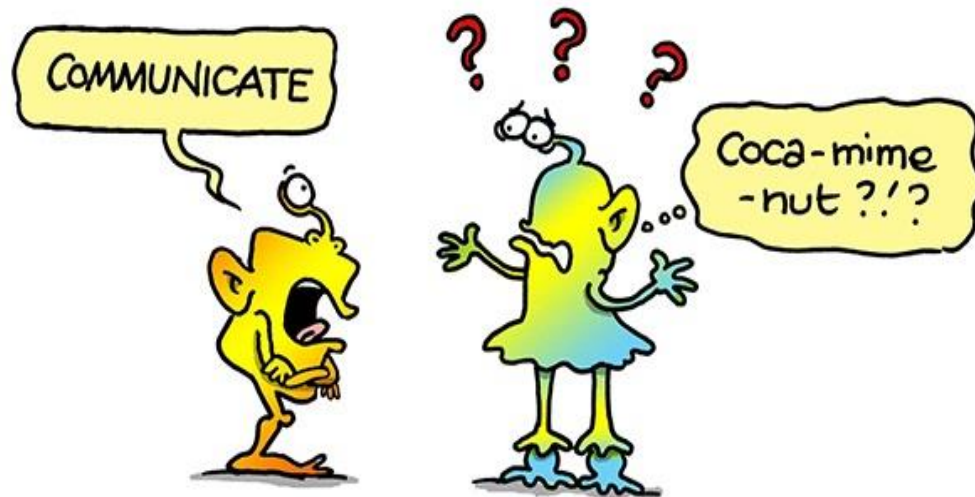


Ok Sure . Here you are 😊

Effective Communication

Effective communication is important in both personal and business aspects of our lives. Ineffective communication can result in decreased work productivity.

One doesn't pay attention to the process of communication; however doing so can eliminate problems and improve relationships.



7 Cs of Effective Communication



7 Cs of Effective Communication (Contd.)

Clarity - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once.

Clarity in communication has following features:

- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.

7 Cs of Effective Communication (Contd.)

Conciseness:

Never be vague in what you write, speak, or convey.

Example:

Vague: We are pleased to inform you that the corrected bill that you sent us looks better than the previous one.

Concise: We have received your corrected bill

Vague: The revenues were up this year by a significant margin.

Concise: The revenues were up by 40%.

7 Cs of Effective Communication (Contd.)

Concreteness: Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence.

Concrete message has following features:

- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.

7 Cs of Effective Communication (Contd.)

Correctness:

Avoid the use of phrases such as 'I think', 'I believe'. They create a sense of vagueness.

Example:

Incorrect: I think the current policy does not allow you an extra allowance during your travel.

Correct: The current policy does not allow the employees avail extra allowance during the travel.

7 Cs of Effective Communication (Contd.)

Coherent:

Does your message make sense? Check to see that all the points are relevant and that everything is consistent with the tone and flow of your text. When your communication is coherent, it's logical.

Completeness:

If the message that you send is incomplete, you are bound to receive a lot of queries.

Examples:

Incomplete: I will reach Delhi airport tomorrow.

Complete: I will reach Delhi international airport by kingfisher Airlines at 8.00 a.m. on 25th Feb. 2010.

7 Cs of Effective Communication (Contd.)

Courtesy:

It is essential to be courteous while communicating. Never hurt the recipient.

Example:

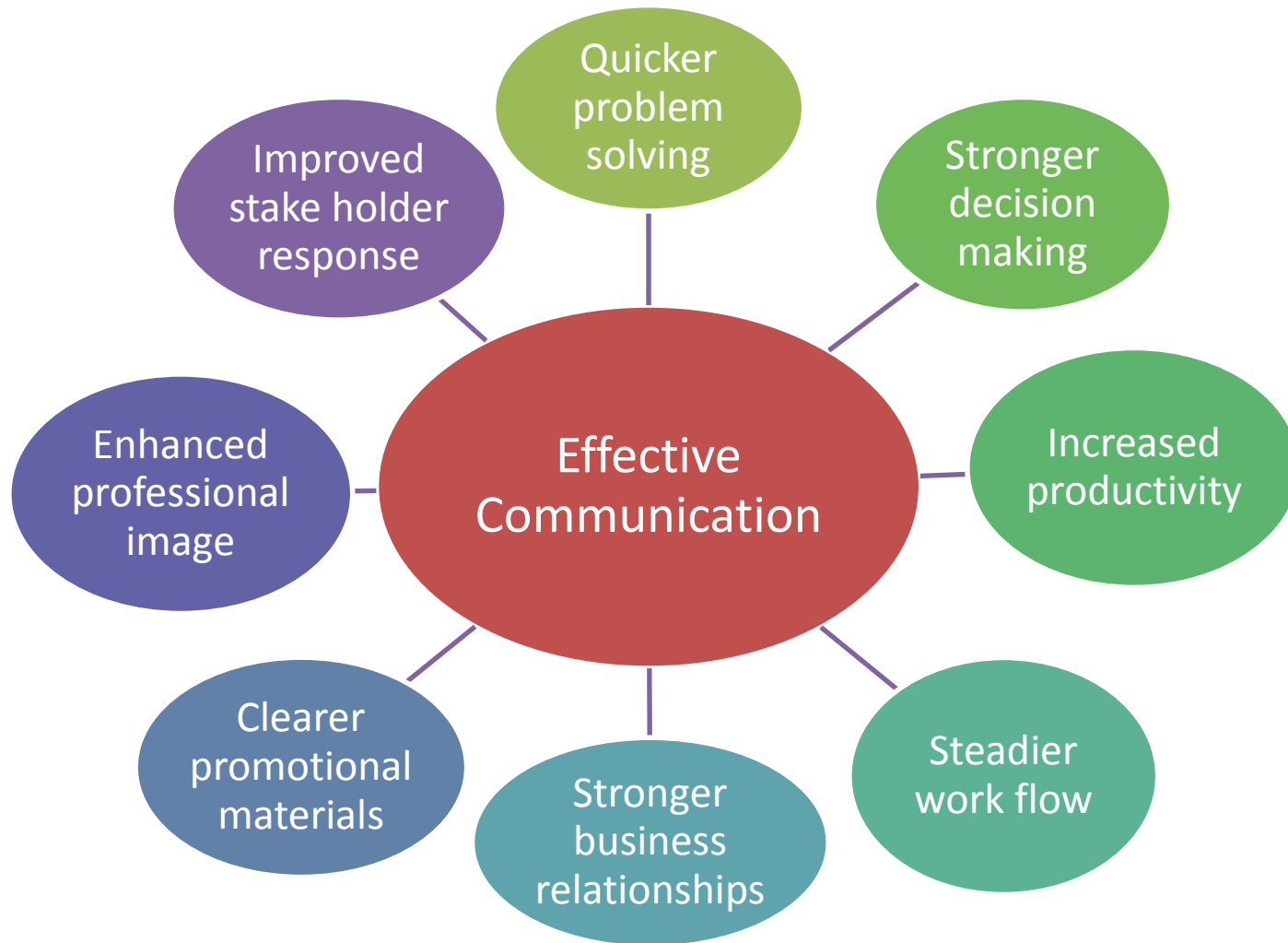
Non-courteous: This report is useless.

Courteous: This report needs more clarity.

Non-courteous: Your behavior was irresponsible.

Courteous: You will need to behave more professionally.

Benefits of Effective Communication



Characteristics of Effective Business Messages

- Provide practical Information
- Give facts rather than impressions
- Clarify and condense information
- State precise responsibilities
- Persuade others and offer recommendations

Summary

- Communication is the heart and soul of any organization. How we communicate is as important as what we communicate
- Communication is said to be effective when the sender understand what is required and delivers the message accordingly
- Seven C's of Effective Business Communication are Correctness, Clarity, Conciseness, Completeness, Consideration, Concreteness, Courtesy
- Effective communication not only gets job done easily but also creates an image of reliability.

References

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