

HUT253 BUSINESS COMMUNICATION

COMPUTER SCIENCE AND ENGINEERING

3RD SEMESTER (SHIFT 1 AND 2)

2020-21

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Communication

- What?
- Why?
- How?
- Is communication a Science or an Art?

What is Communication

- Latin origin – *Communico* or *Communicare* – to share
- Sanjay Kumar and Pushpa Lata “Communication essentially means the transfer of ideas, feelings, plans, messages, or information from one person to another”
- Pearson and Nelson (2000) “Communication is defined as the process of understanding and sharing meaning”.
- Communication is effective only when.....?

What..contd..

- It's a one way process? True or false
- False – Communication – a two way process – involves a sender and receiver
- Process has eight essential components – Source, message, channel, receiver, Feedback, Environment, context, interference
- Communication is a one-time process? True or false
- False – its continuous – meaningful interaction leading to growth of individual and company
- Communication is verbal and non-verbal

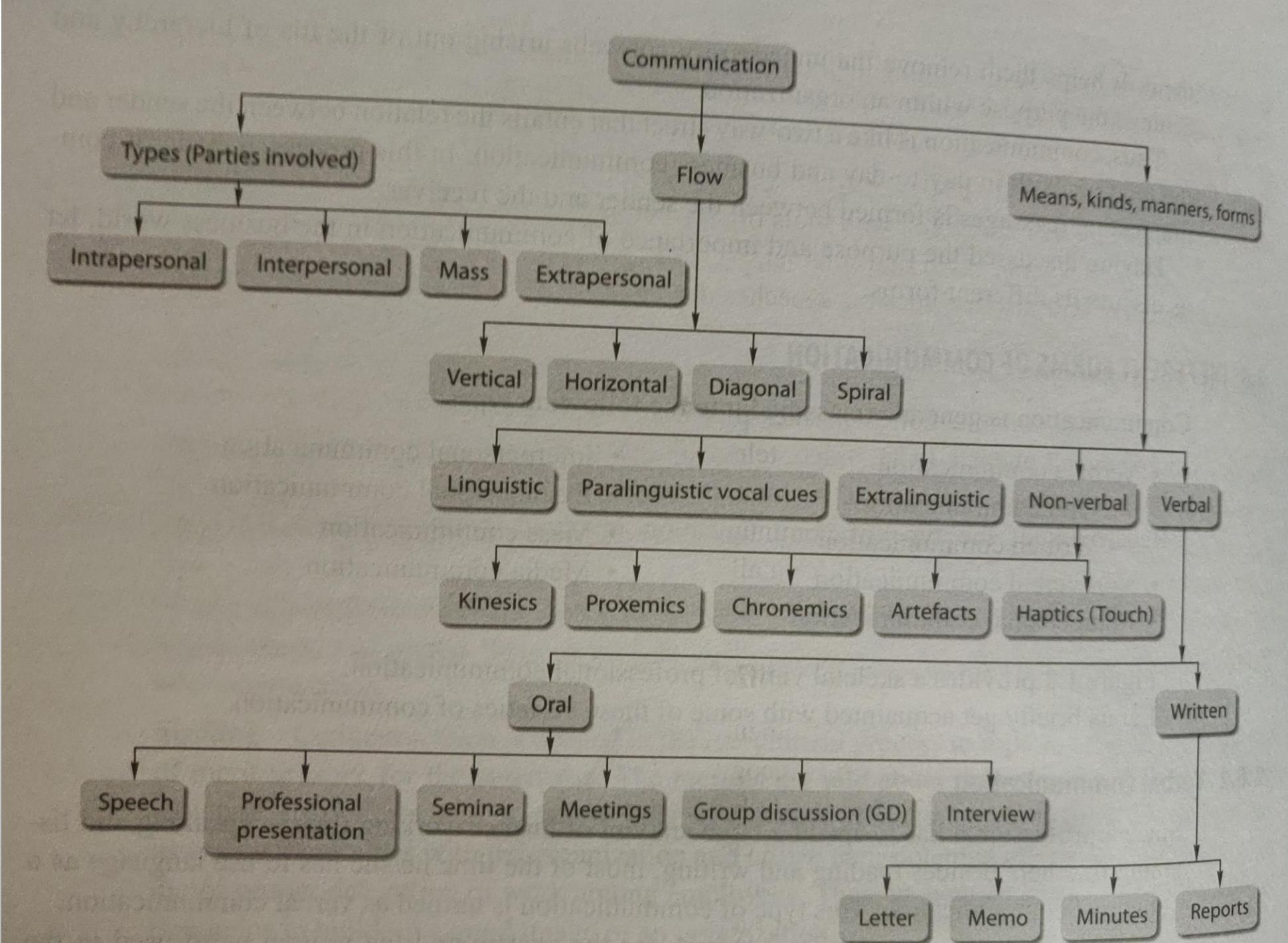
Why communication

- Communication influences your thinking about yourself and others
- Communication influences how you learn
- Communication represents you and your employer
- Communication skills are desired by business and industry

In September 2004, the National Commission on Writing for America's Families, Schools, and Colleges published a study on 120 human resource directors titled *Writing: A Ticket to Work...Or a Ticket Out, A Survey of Business Leaders*. The study found that "writing is both a 'marker' of high-skill, high-wage, professional work and a 'gatekeeper' with clear equity implications," said Bob Kerrey, president of New School University in New York and chair of the commission. "People unable to express themselves clearly in writing limit their opportunities for professional, salaried employment." (The College Board, 2004)

How

- Types
- Verbal – oral, written
- Non-verbal
- Intrapersonal
- Interpersonal
- Group communication
- Public communication
- Mass communication
- Horizontal, vertical (upward, downward), diagonal, spiral



Choose the correct word (creative, technical/business)

- J. K Rowling is a _____ writer
- When Steve Jobs wrote his resignation letter for apple then it was _____ writing
- When Dan Brown wrote the Da Vinci Code he was doing _____ writing
- When dan brown wrote to the publisher to publish his book then he was a _____ writer
- The script of the ad for Britannia biscuit is _____ writing
- “2 minutes to great taste” is the tag line for the recipe for _____
- This tag line explains the process to cook. This process is _____ writing.
- The RCOEM information brochure is an example of _____ writing.

What Is Business Communication?

“The sharing of information between people within an enterprise that is performed for the commercial benefit of the organization. In addition, business communication can also refer to how a company shares information to promote its product or services to potential consumers”.

- Process to transmit business/technical information to audience
- Presents information *for and about* business and industry
- Presents information to help a reader/listener solve a problem
- Focus on product and services – communication to market, use, manufacture and deliver them

Who Can Be a Business Communicators?

- Technicians – engineers and others
- Scientists
- Marketing specialist
- Investment consultants
- Special team of technical writers in companies
- Clients ???
- Employees of an organization

Why Business Communication – Purpose?

- Specific purpose –business/work
- Specific audience - transmit ideas and concepts to a specific audience – boss, end users/clients, colleagues etc.

Why – purpose

Purpose of business communication is to:

- **To explain** – e.g. User manuals, progress report
- **To describe** – e.g. Technical description of a equipment, aliment of a patient
- **To record/document** – e.g. Assets listing, mechanical problems, minutes of meetings
- **To sell/promote/persuade** – e.g. Proposals, letters, WWW info.
- **To inform** – e.g. WWW info.

- To advise
- To council
- Give orders
- Making advertisement
- Marketing
- Persuasion
- Make decisions
- Staffing
- Raise Morale
- Projecting image
- Provide instructions
- Get Feedback
- Give warnings

Business Communication For Whom? – Audience

Three types of audience:

- **High-tech** – *peers* (seniors, subordinates from same department or different company) – no explanation of abbreviations, procedures, in-house jargons, etc
- **Low-tech** – *colleagues* from other departments, people of same field but different company/country, boss – more explanation required - *e.g.* National and international audience
- **Lay audience** - no knowledge of the field of expertise – background information, lots of explanation

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Is it important ?

If yes - why?

If no - why not?

Is It Important ?

Yes....It is important, because:

1. It conducts business –

- Customer relation (follow-up letters)
- Documentation of work accomplished (?)
- Generates income (?)
- Machinery working (?)
- Correct equipment is purchased (?)
- Gets jobs (?)
- Information on co. Products and services (?)
- Growth of a firm – inter branch, inter-dept communication

2. It takes time

- Important part of employee time
- Business employees – read/write – 50 emails, 18 memos, 15 letters a day
- Estimated 30 percent – 12.5 hours/week
- In USA – employee send and receive 206 messages/day

3. It means Money

- **Cost of correspondence** – 20\$ (producing & mailing) – poor writing – increased cost
- **Time is money** - **% of salary** - 30 percent of work time – 30 percent of salary for writing
- **Generates income** – good proposal/sales letter, good speaking skills, brilliant PPT presentation – more sales/income
- **Poor writing, faulty correspondences, bad proposal - wastage of time** – more cost to company, loss of income.

4. Extension of Interpersonal Communication Skills

- Clear and good written document - *reflection of you* - knowledge and communication skills
- Can be a deciding factor between two employees

5. Harmony, understanding and cooperation

- Harmony between trade unions and management – delicate relation – communication important
- Good communication between management and employees – building of trust, good productivity, job satisfaction, growth of the company

The Cost Of Poor Communications

By not recognizing the importance of good communications, leaders can incur significant costs to their organizations.



HOLMES REPORT 16 JUL 2011 // 11:00PM GMT

Most leaders today would never begin their day by thinking. “I’m going to purposely ignore my employees today.” That said, by not recognizing the importance of good communications, leaders can incur significant costs to their organizations. I’ve seen the damage ineffective communication, miscommunication, and no communication at all can do.

As usual, data show us how hefty the cost of poor communication can be:

1. \$37 billion: total estimated cost of employee misunderstanding (including actions or errors of omission by employees who have misunderstood or were misinformed about company policies, business processes, job function or a combination of the three) in 100,000-employee companies, among 400 surveyed corporations in the U.S. and U.K. (average cost per company is \$62.4 million per year)
2. \$26,041: cumulative cost per worker per year due to productivity losses resulting from communications barriers

3. Companies that have leaders who are highly effective communicators had 47% higher total returns to shareholders over the last five years compared with firms that have leaders who are the least effective communicators
4. Best Buy found that higher employee engagement scores led to better store performance. The company found that for every percentage point it boosted employee engagement, individual stores saw a \$100,000 increase in operating income annually.