**📘 1. Effective Communication in the Era of 4IR**

**🔍 What it’s about:**

Explains how effective managerial communication is critical in the context of the 4th Industrial Revolution (4IR), including types, purpose, and the impact of technology on communication.

**💡 Why it matters:**

It shows how clear and purposeful communication helps with decision-making, team building, feedback, and change management—especially in tech-driven workplaces.

**🧠 Core Concepts:**

* **Types of communication:** Top-down, bottom-up, lateral, grapevine (informal).
* **Channels:** Verbal, non-verbal, written, formal/informal.
* **Message effectiveness:** Clarity, completeness, correctness, time-saving, goodwill.
* **Functions of communication:** Information sharing, motivation, influence, conflict resolution.
* **Crisis communication examples:** BP Oil Spill, Rana Plaza, Domino’s.
* **Communication process:** Sender, receiver, message, channel, feedback, environment/noise.
* **Routine Messages:** Positive (e.g., bonuses), Negative (e.g., layoffs), Persuasive (e.g., proposals).
* **Tech challenges:** Social media’s speed can damage reputation (e.g., Grameenphone, Sultan’s Dine).

**🔑 Key Terms:**

* **Grapevine:** Informal communication path.
* **Feedback:** Response from receiver that indicates message clarity.
* **Crisis Communication:** Handling and communicating during emergencies.

**📘 2. Writing Effective Sentences and Paragraphs for Business Impact**

**🔍 What it’s about:**

Teaches how to plan, write, and edit business messages to make them concise, clear, and persuasive.

**💡 Why it matters:**

Strong sentence and paragraph construction saves time, reduces miscommunication, and builds professionalism.

**🧠 Core Concepts:**

* **3-Step Writing Process:** Plan → Write → Complete (Edit).
* **Planning:** Define purpose, analyze audience, select channel, build relationship.
* **YOU-attitude:** Frame from reader's perspective (“You can choose…” vs. “We offer…”).
* **Positive tone:** Focus on solutions rather than problems.
* **Bias-free language:** Avoid gender, racial, age, or disability bias.
* **Writing Tips:** Use short, familiar words, avoid jargon, prefer active voice, concrete terms over abstract ones.

**🔑 Key Terms:**

* **YOU-attitude:** Writing by prioritizing the reader’s needs.
* **Bias-free language:** Neutral and respectful phrasing to avoid offending.
* **Active voice:** Subject performs the action (e.g., "We deliver results").

**📘 3. ACMP – Persuasive Message**

**🔍 What it’s about:**

Covers how to structure persuasive business messages using psychological and writing techniques.

**💡 Why it matters:**

Helps influence decisions, such as requesting support, funding, or cooperation.

**🧠 Core Concepts:**

* **AIDA model:** Attention → Interest → Desire → Action.
* **Indirect pattern:** Used when expecting resistance (e.g., requests, proposals).
* **Persuasive tools:** Offer benefits, provide evidence, anticipate objections.
* **Tone:** Confident but respectful.

**🔑 Key Terms:**

* **AIDA:** A structured approach to persuasion.
* **Direct vs. Indirect Benefits:** Tangible vs. intangible value to the recipient.

**📘 4. ACMP – Routine & Negative Messages**

**🔍 What it’s about:**

Explains how to write everyday messages—positive, routine, and negative—based on the expected audience reaction.

**💡 Why it matters:**

Helps avoid misinterpretation and maintains professionalism in various situations.

**🧠 Core Concepts:**

* **Message tone:** Direct for neutral/positive, indirect for negative responses.
* **Routine messages:** Requests, responses, claims, goodwill.
* **Negative messages:** Start indirectly → explain reasons → end on a positive note.
* **Claim letters:** Be clear about the issue, include facts, suggest resolution.

**🔑 Key Terms:**

* **Routine message:** Everyday business communication (e.g., order, inquiry).
* **Claim letter:** Message to request compensation or correction.

**📘 5. Delivering Business Messages – Positive, Negative & Neutral**

**🔍 What it’s about:**

Expands on how to deliver different types of business messages—especially focusing on structure and tone.

**💡 Why it matters:**

Clear and appropriately toned messages prevent conflicts and build trust.

**🧠 Core Concepts:**

* **Direct approach:** Start with the purpose, then explain.
* **Indirect approach:** Cushion bad news with reasoning before stating it.
* **Routine examples:** Requests, responses, claim handling.
* **Tone matters:** Be clear, respectful, and solution-focused.

**🔑 Key Terms:**

* **Direct order:** Straightforward approach.
* **Indirect order:** Uses reasoning first to prepare for a negative message.

**📘 6. Leading with Persuasive Communication**

**🔍 What it’s about:**

Teaches persuasion techniques, particularly Cialdini’s 6 principles, and how to apply them in business settings.

**💡 Why it matters:**

Equips you with methods to ethically influence decisions and motivate people.

**🧠 Core Concepts:**

* **Cialdini’s 6 principles:** Reciprocity, Scarcity, Authority, Consistency, Liking, Social Proof.
* **Persuasive writing:** Follow AIDA – Grab attention, build interest, reduce resistance, motivate action.
* **Use evidence:** Facts, benefits, and personalization increase persuasion.

**🔑 Key Terms:**

* **Scarcity:** Limited-time offers increase urgency.
* **Social Proof:** People trust what others recommend.

**📘 7. Designing & Delivering Business Presentations**

**🔍 What it’s about:**

Explains how to plan, design, and deliver impactful business presentations.

**💡 Why it matters:**

Good presentations drive decisions, gain support, and create lasting impressions.

**🧠 Core Concepts:**

* **Purpose first:** Know your goal and audience needs.
* **Structure:** Introduction, Body, Conclusion.
* **Design tips:** Keep slides simple, consistent, and readable.
* **Delivery tips:** Use confident tone, appropriate visuals, and engage the audience.
* **Writing styles:** Personal vs. impersonal, subjective vs. objective.

**🔑 Key Terms:**

* **Parallelism:** Consistent format for bullet points.
* **KISS Principle:** “Keep It Short & Simple.”

**📘 8. Non-Verbal Communication (Including Listening Skills)**

**🔍 What it’s about:**

Covers the power of body language, voice, and silent cues in communication.

**💡 Why it matters:**

Non-verbal cues influence 90%+ of message interpretation—key for trust and clarity.

**🧠 Core Concepts:**

* **Mehrabian’s rule:** 7% verbal, 38% vocal, 55% non-verbal.
* **Kinesics:** Study of body language—posture, gestures, eye contact.
* **Proxemics:** Use of space—intimate, personal, social, public.
* **Vocal cues:** Tone, pitch, pauses matter.
* **Listening:** Essential for decoding messages effectively.

**🔑 Key Terms:**

* **Kinesics:** Body movement communication.
* **Chronemics:** Use of time in interaction.

**📘 9. Report Writing (BRAC)**

**🔍 What it’s about:**

Guides on writing structured, objective, and action-oriented business reports.

**💡 Why it matters:**

A well-written report supports data-driven decisions and communicates clearly to stakeholders.

**🧠 Core Concepts:**

* **Types:** Informational (facts only) and Analytical (with recommendations).
* **Structure:** Front Matter → Body → Back Matter.
* **Stages:** Understand brief, gather info, analyze, write, review.
* **Components:** Executive summary, methodology, findings, recommendations.

**🔑 Key Terms:**

* **Feasibility Report:** Evaluates if a project is viable.
* **Executive Summary:** One-page overview for decision-makers.

**📘 10. Writing Business Proposal (BRAC)**

**🔍 What it’s about:**

Covers how to write proposals to sell ideas, get funding, or initiate projects.

**💡 Why it matters:**

A persuasive proposal can secure crucial support or investment.

**🧠 Core Concepts:**

* **Types:** Solicited (invited) vs. Unsolicited (self-initiated).
* **Structure:** Title → Executive Summary → Body → Appendices.
* **Key questions:** Why, for whom, what benefit, what proof?
* **Tips:** Know your audience (Donor, Organization, Project), align with their goals, be credible.

**🔑 Key Terms:**

* **EOI/RFP/RFQ/IFB:** Various formal requests for proposals or bids.
* **Transmittal Letter:** A formal letter introducing your proposal.

**📘 11. Communication in a Crisis Situation**

**🔍 What it’s about:**

How organizations should communicate and operate during different levels of crisis—especially civil unrest, disasters, or disruptions.

**💡 Why it matters:**

Crisis communication ensures safety, protects the company’s brand, and supports business continuity.

**🧠 Core Concepts:**

* **Crisis:** Any event threatening life, brand, or operations.
* **Severity levels (1–4):** From minor issues to total evacuation.
* **Crisis Teams:**
  + **GCMC:** Global oversight
  + **CCMT:** Country-level execution (CEO-led)
* **Steps in crisis management:** Assemble → Communicate → Prioritize → Analyze → Train → Act.
* **Civil/political unrest:** Differentiate between peaceful gatherings and high-risk protests.
* **Evacuation Phases:**
  + Yellow: Prepare
  + Orange: Tensions rising
  + Red: Evacuation underway
* **Shelter vs. Evacuate:** Choose based on safety, logistics, and risk exposure.

**🔑 Key Terms:**

* **CCMT:** Country Crisis Management Team.
* **Evacuation Toolkit:** Pre-packed essentials for emergency movement.
* **Proxemics:** Use of space in interpersonal communication (related to shelter plans).

**📘 12. Meeting Management – Basics**

**🔍 What it’s about:**

The foundational principles for organizing and leading productive meetings.

**💡 Why it matters:**

Structured meetings reduce time waste and improve teamwork and decision-making.

**🧠 Core Concepts:**

* **Common practices in Bangladesh:** Meetings Mon–Wed, use printed minutes, visible agenda.
* **Meeting types:** Daily stand-ups, weekly ops, strategic quarterly reviews.
* **Ground rules:** Equality, harmony, efficiency, good manners.
* **Agenda flow:** Logistics → Start → Middle (discussion) → End (review + plan).
* **People issues & how to handle them:**
  + Dominance, non-participation, boredom = solve with **questions** and **redirection**.
* **Don’t hold meetings when:** No objective, too personal/sensitive, or for simple updates.

**🔑 Key Terms:**

* **Groupthink:** Uncritical agreement in group settings.
* **Rat hole:** A conversation that deviates from the agenda.

**📘 13. Virtual Communication Strategies and Etiquettes**

**🔍 What it’s about:**

Best practices for virtual meetings, emails, chats, and setting boundaries in the digital workspace.

**💡 Why it matters:**

Remote work requires clear, respectful, and organized communication to avoid confusion and maintain productivity.

**🧠 Core Concepts:**

* **Before a virtual meeting:**
  + Set objectives, share agenda, test tech, send reminders.
* **During the meeting:**
  + Use structure, roles (host, note-taker), icebreakers, and time slots.
  + Use tools like polls, breakout rooms, and chat features.
* **Follow-up:** Email summary, action items, responsibilities, deadlines.
* **Email etiquette:** BLUF (Bottom Line Up Front), 5-sentence rule, clear subject lines.
* **Instant messaging:** Be polite, use threads, switch to calls if complex.
* **Boundaries:** Working hours, do-not-disturb settings, out-of-office notices.

**🔑 Key Terms:**

* **BLUF:** Start emails with the conclusion or key point.
* **Parking Lot:** Section in meetings to log off-topic ideas for future discussion.

**📘 14. Meeting Agenda Form & Meeting Minutes Form (Combined)**

**🔍 What it’s about:**

Templates for organizing and recording meetings.

**💡 Why it matters:**

Formal documentation of agendas and decisions ensures accountability and follow-through.

**🧠 Core Concepts:**

* **Meeting Agenda Form:**
  + Lists agenda items, responsible departments, and discussion durations.
  + FPR = First Person Responsible.
* **Meeting Minutes Form:**
  + Logs what was discussed, action plans, responsible persons, and timelines.
  + Ensures all decisions and responsibilities are recorded clearly.

**🔑 Key Terms:**

* **FPR:** The individual assigned to lead or execute a specific agenda item.

**✅ Final Takeaways from This Batch (11–14):**

1. **Crisis communication requires planning, structured roles, and prioritization.**
2. **Effective meetings need purpose, agenda, rules, and follow-up.**
3. **Virtual settings demand clarity, technical prep, engagement tools, and strong follow-through.**
4. **Email and chat communication should be concise, polite, and purposeful.**
5. **Templates (agenda & minutes) help track discussions, decisions, and responsibilities.**

Let me know if you’d like:

* A **flashcard revision set**
* A **one-page printable cheatsheet**
* A **mock MCQ quiz** to test your understanding

All are available to help you prep smarter for the exam!