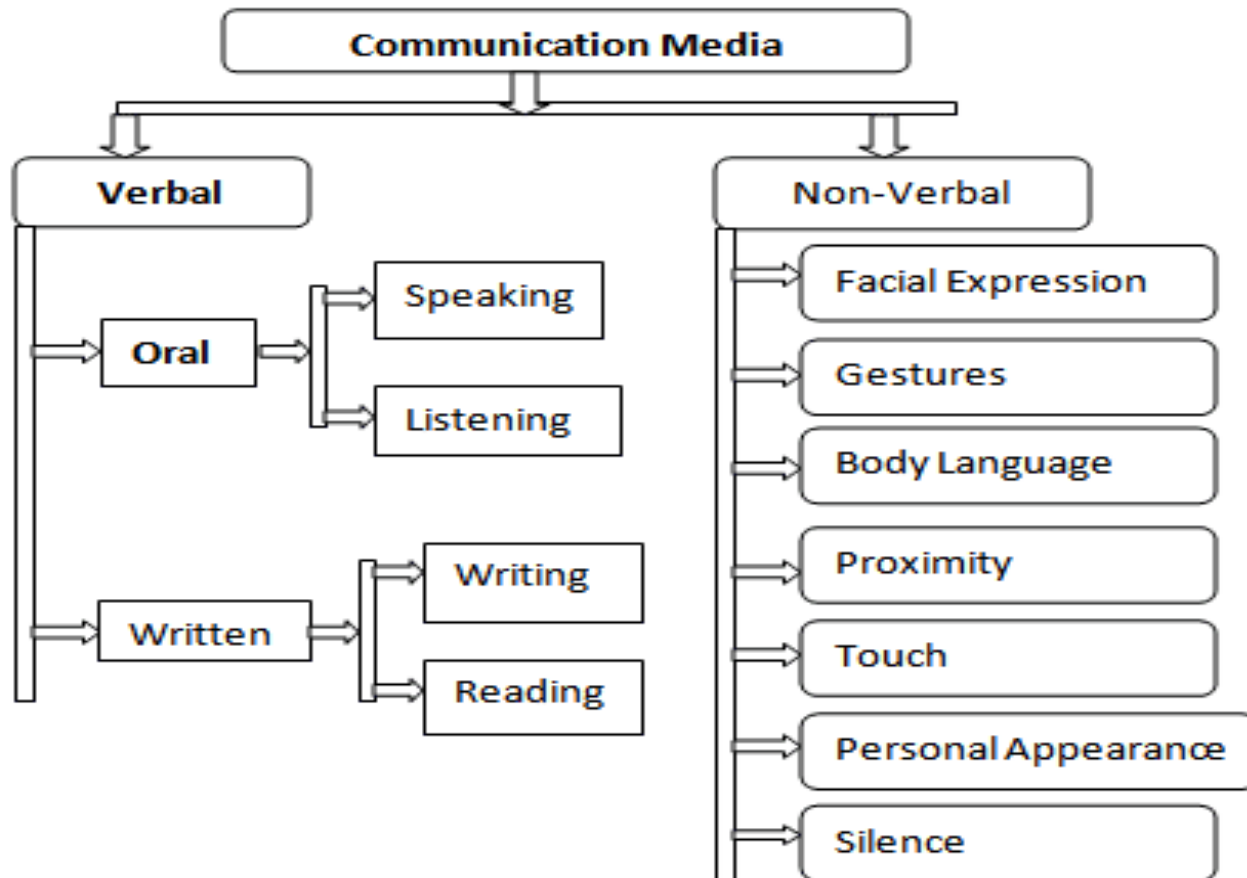# Business Communication & Ethics (HS-304)

ASMARA SHAFQAT

Lecturer & PhD Scholar (Applied Linguistics)

Department of Humanities
NED University of Engg. & Tech. Karachi

Recap of Lecture -

Asmara Shafqat
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Levels of Communication

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Principles of Communication

Be Mindful of the Setting
Use Approachable Body Language
Adjust Your Tone
Ask Questions
Listen to Understand
Cultivate Respect
Be Precise
Be Attentive while you Present
Provide Feedback
Plan & Practice

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Physical Appearance & Dress

Physical Appearance

Areas of Knowledge

Communication Styles

How You Dress

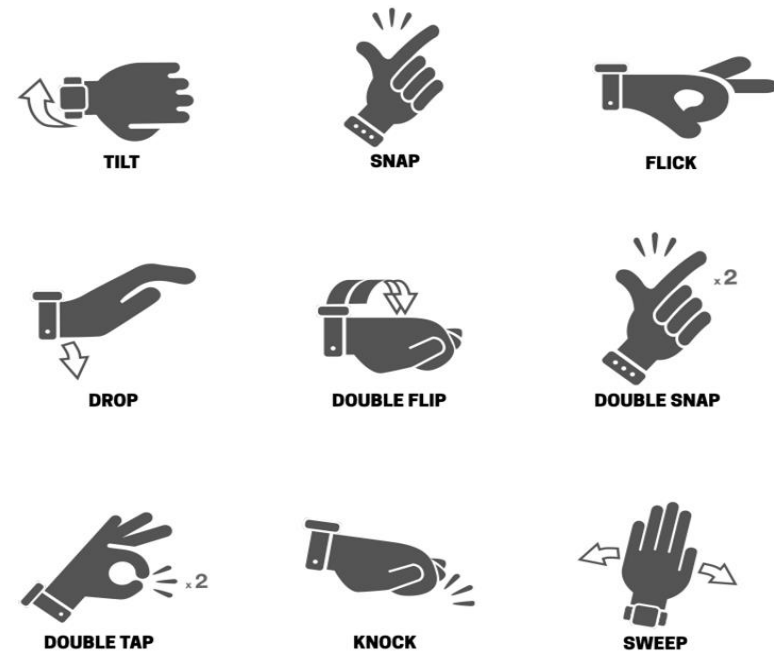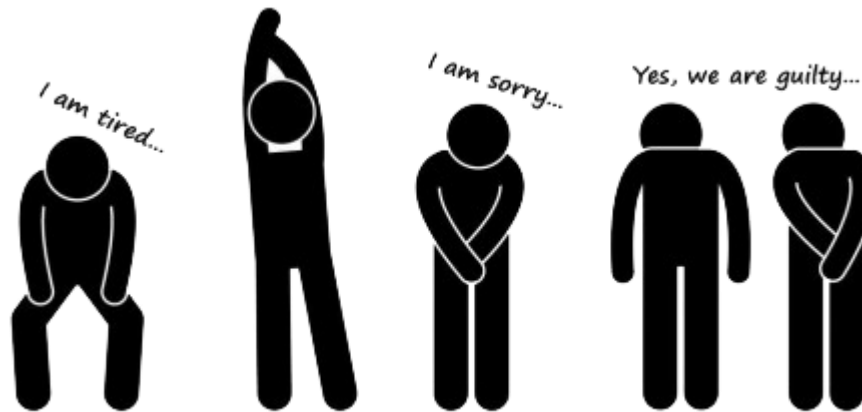Skills and Abilities

Behaviors

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Gestures & Body Movements

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Facial Expressions

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Lecturer, Department of Humanities,
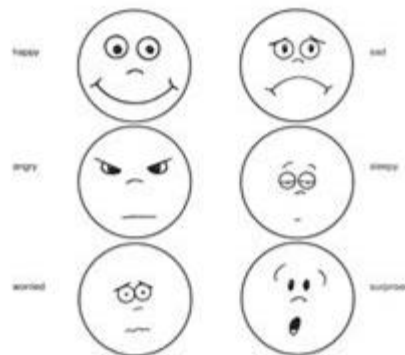NED University Of Engineering &
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Eye Contact

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Vocal Characteristics

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Environmental Codes

Objects in the Environment

Volume of Space

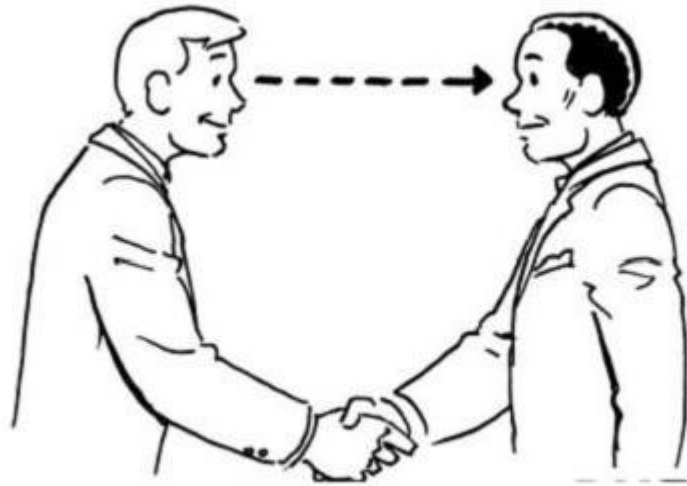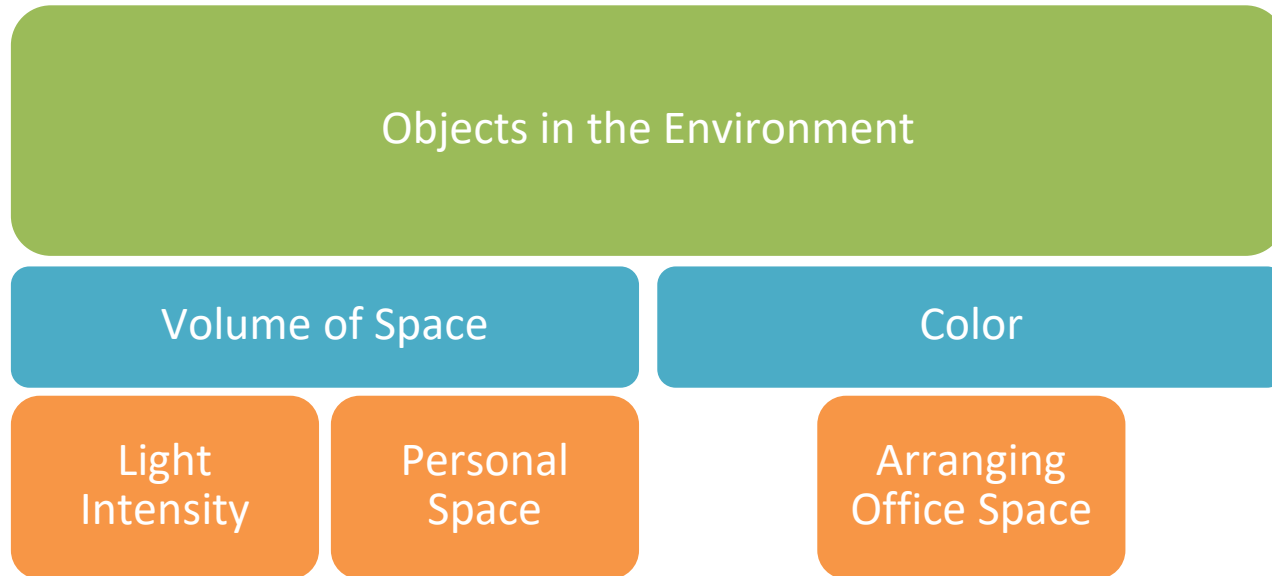Color

Light Intensity

Personal Space

Arranging Office Space

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Silence

Like words and gestures, silence also communicates important meanings and serves important functions. Silence allows the speaker time to think, time to formulate, and organize his or her verbal communication. Silence can also communicate awkwardness. People may use silence to hurt others, prevent communication of certain messages, communicate emotional responses, or when they have nothing to say.

• Communication Setting

The setting of any conversation will dictate the communication style.

Setting includes the purpose of the occasion, the location, as well as the audience.

• Body Language

While communicating, humans unconsciously read one another's body language. [Mark Bowden]

We notice the facial expressions, posture, as well as the placement of the limbs when communicating with others. These cues help us decide if someone is approachable or if we should leave.

Communication Setting

The setting of any conversation will dictate the communication style.

Setting includes the purpose of the occasion, the location, as well as the audience.

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Tone of Voice

The tone of voice decides whether people are making or breaking their important relationships.

Always listen to the tone of your voice as you speak to get an idea of how it would be received.

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Questions for Clarification

We ask questions to understand or to spark thinking.

This also engages the audience and let them know that their viewpoints matter.

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Listen to Understand

Many of us <u>listen to respond</u> instead of understanding which creates unnecessary tension leading our audience to believe that we don't care about what they said.

Always use your body language to convey that you're listening. Nod your head, open your posture, and make eye contact.

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Pay Respect

When we respect others we create a space where trust, connection, and teamwork flourishes.

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Be Precise

People are often busy in professional settings so it's important to be clear and precise when speaking to someone at work.

It reduces miscommunications among members in the organization.

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Be Mindful of Presentation

The way you present yourself speaks a lot about you and also sends a message.

Your presentation includes the clothes and the accessories that you're wearing, your posture, and your hygiene as well.

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Provide Feedback

Feedback gives the speaker an idea of how effectively they reached their goals.

Feedback has many forms including praise, advice, and comments etc.

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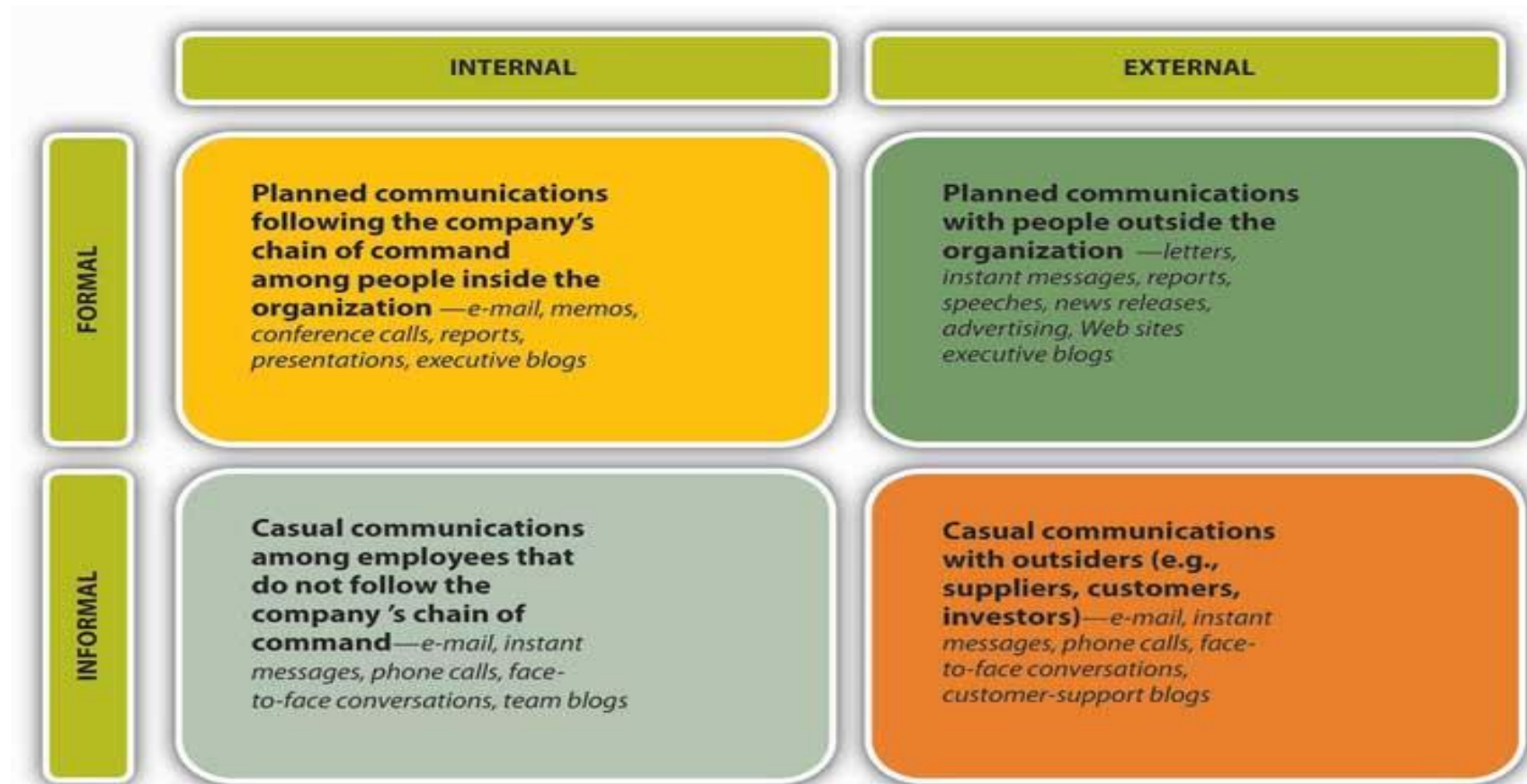NED University Of Engineering &
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Plan and Practice

Have a plan and goal in mind when speaking in a business setting.

Preparation **builds confidence.** It will allow you to get your point across successfully without seeming too anxious.

Network/Channels of Communication

	INTERNAL	EXTERNAL
FORMAL	**Planned communications following the company's chain of command among people inside the organization** —e-mail, memos, conference calls, reports, presentations, executive blogs	**Planned communications with people outside the organization** —letters, instant messages, reports, speeches, news releases, advertising, Web sites executive blogs
INFORMAL	**Casual communications among employees that do not follow the company 's chain of command**—e-mail, instant messages, phone calls, face-to-face conversations, team blogs	**Casual communications with outsiders (e.g., suppliers, customers, investors)**—e-mail, instant messages, phone calls, face-to-face conversations, customer-support blogs

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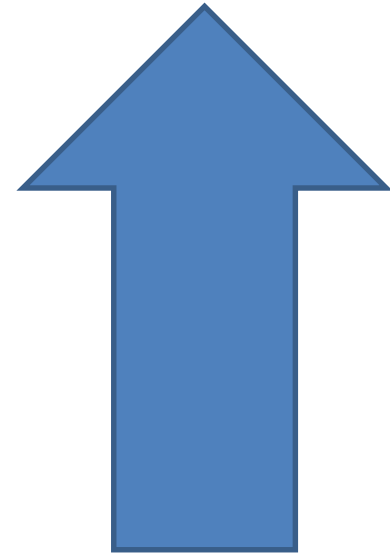NED University Of Engineering &
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Modes/Flow of Communication

- Communication Flow
  - Formal Channel
    - Upward

    - Downward

    - Lateral/
    - Horizontal

    - Diagonal

  - Informal
  - Channel
    - Grapevine

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Upward Flow of Communication

The transmission of information from lower levels of an organization to the higher ones.

Manager

Supervisor

Employee

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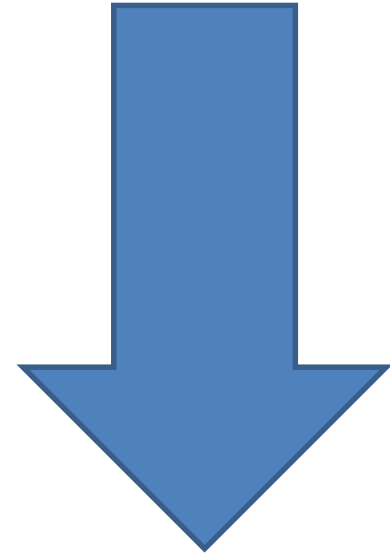
Downward Flow of Communication

The transmission of information from higher levels of an organization to the lower ones.
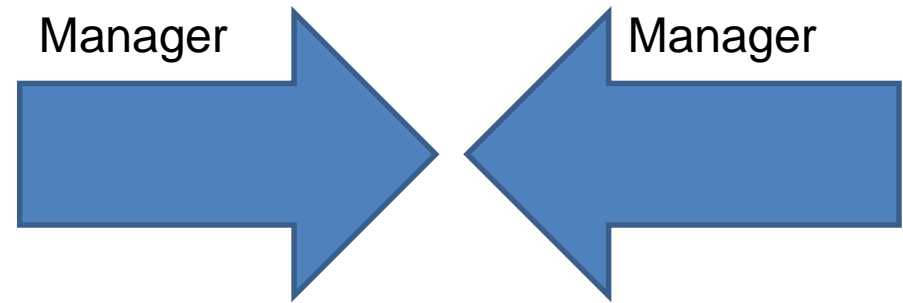
Manager

Supervisor

Employee

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Horizontal Flow of Communication

The flow of messages between individuals and groups on the same level of an organization, as opposed to up or down.
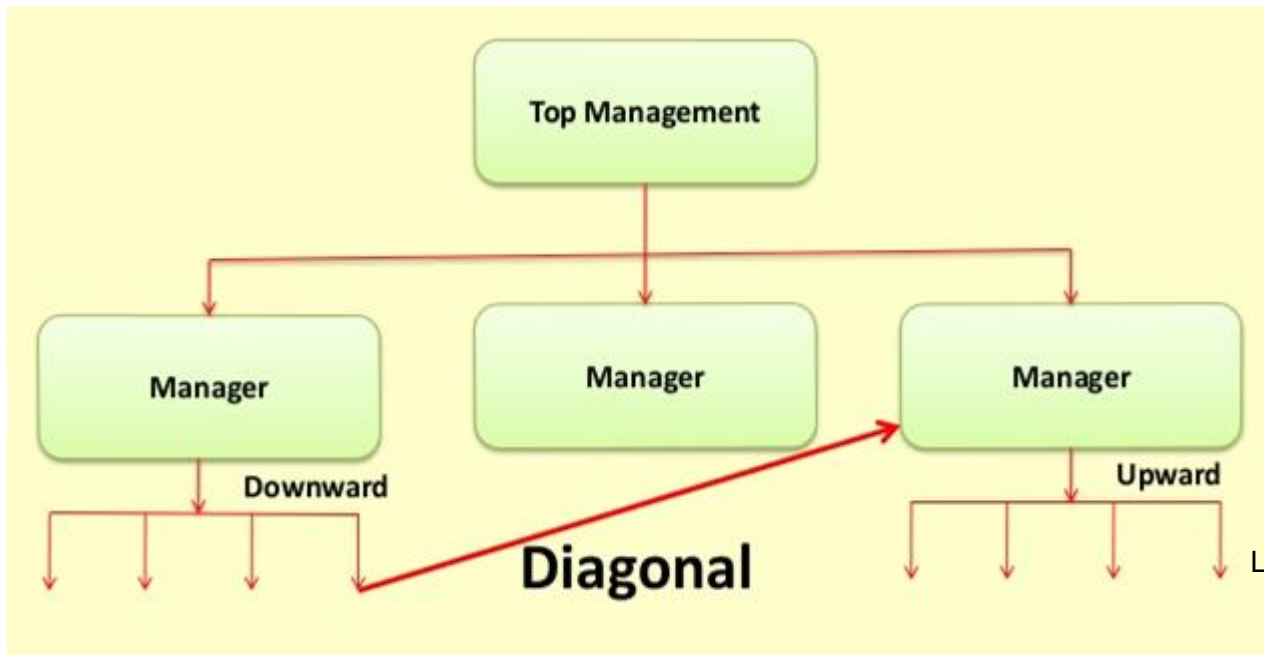
Manager → ← Manager

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Diagonal Flow of Communication

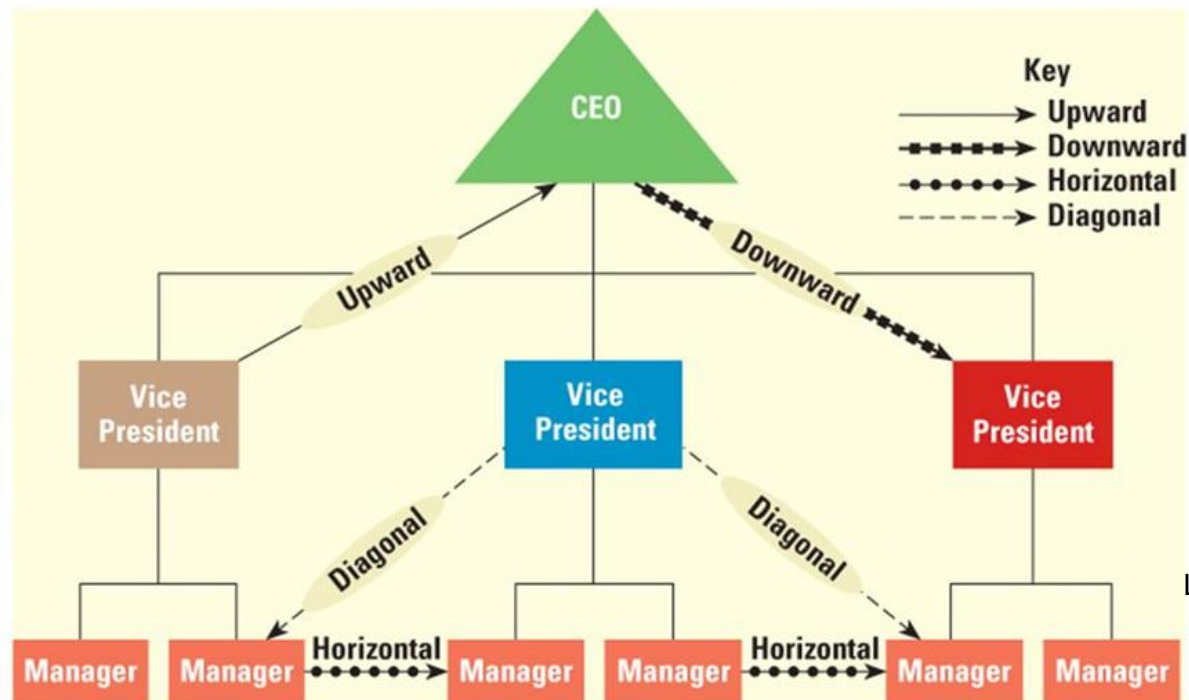The sharing of information among different structural levels within a business setting.

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ORGANIZATIONAL COMMUNICATION FLOW
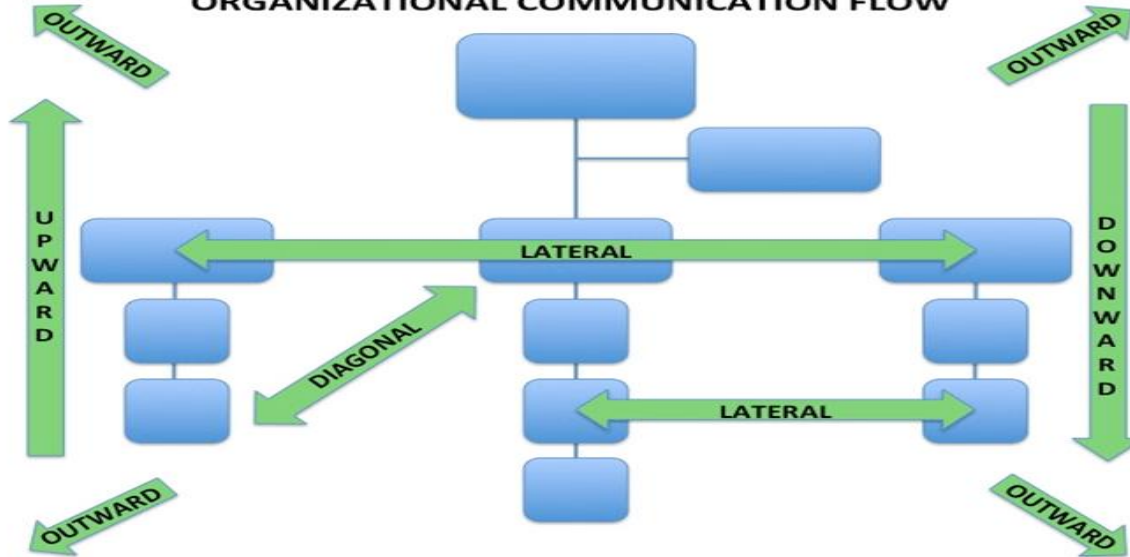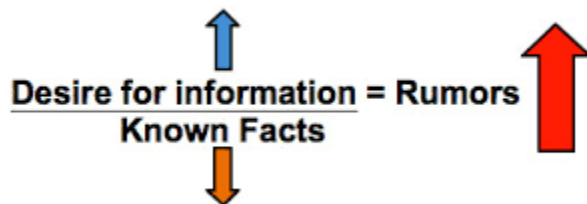
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Grapevine Communication

Grapevine communication is defined as unstructured and informal network formed on social relationship rather than organizational charts or job descriptions.

Desire for information = Rumors
Known Facts

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External Communication

When an organization communicates with people or organizations outside the business setting.

Recipients of external communication include customers, lawmakers, suppliers, and other community stakeholders.

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Any Questions?

If you have any questions regarding this part of Recorded Lecture i.e. "Principles and Channels of Communication", you can ask in the live session starting at your scheduled live session timings.

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DEPARTMENT OF COMPUTER & INFORMATION SYSTEMS ENGINEERING
BACHELORS IN COMPUTER SYSTEMS ENGINEERING

COURSE LEARNING OUTCOMES (CLOs)

COURSE CODE	COURSE TITLE		REVISION #	EFFECTIVE DATE
HS-218	Business Communication		---	19-10-2020

PREREQUISITES	CREDITS	COURSE CONTENT APPROVAL DATE
HS-111	2+1	20-07-2018

COURSE STRUCTURE/ SCHEDULE

Lecture 2 hours per week; Practical Lab: 1 session per week

COURSE TOPICS

Foundations of Business Communication: Definitions: communication, organization, business; understanding the need and scope of business, professional and organizational communication, Conditions, properties, process, tools, modes, levels, types of communication; Principles of Effective Communication & Building goodwill (You-attitude, positive emphasis and unbiased language); Listening, non-verbal communication. Communication dilemmas and problems; Feedback and its types; Audience Analysis Oral Communication: Group Discussions and interpersonal skills, Meetings, Interviews, Making presentations Business & Technical Writing: Types of messages: Formats (Letter and memorandum); Letter and memorandum elements and formats. Three Types of Business Messages (routine, negative and persuasive communications). Organizational Plans: Direct, Indirect & AIDA approach; Writing business messages (e-mails, inquiries, requests, replies, regrets, declining offers, letters, routine messages, etc.); Meetings: notice, agenda and minutes. Job applications and resumes. Research / scientific reports (structure, layout, writing process)

COURSE LEARNING OUTCOMES (CLOs)			
Course Learning Outcome (CLO)		**Taxonomy Level**	**Program Learning Outcome (PLO)**
CLO-1	**Participate** responsibly in oral and written communication in a work environment	Affective A3	PLO-10 Communication
CLO-2	**Show continual desire to** communicate or respond in a socially appropriate manner	Affective A3	PLO-12 Lifelong Learning

RECOMMENDED BOOKS		
Title	**Author(s)**	**Publisher**
Business Communication	Mary Guffey	Thomson
Business Communication Essentials	Courtland L. Bovee, John V. Thill	Prentice Hall

ASSESSMENT TOOLS
Rubrics (for CLO linked to affective taxonomy domain)