

Communication is one of the key soft skills that everyone needs. It is very important to be able to communicate properly and get our message across. The Business Communication class I took was very helpful for me as it helped me understand how formal communications take place in the business world. The main focus of this class was helping us understand what soft skills are how to instill those skills in ourselves to help us. We also learnt about professionalism and how to communicate properly in a business environment. While working as a business professional, we need to know how to do effective business research and be able to write proper business documentations as well as deliver effective presentations.

Another purpose of this class is to teach the student about planning and managing a business project and communications strategy. We also learnt about advanced interpersonal communication, business etiquette and relationship building skills. Communicating effectively across cultures and to a range of different business audiences such as managers, clients, customers, colleagues is very important. Additionally, understanding how to utilize constructive negotiation and conflict management skills and being ethical in all communication styles was taught in this class.

One of the things I learnt in this class is to be able to write point papers and deliver them in the most effective way without consuming a lot of time. Every week we had to write a point paper which is basically a summary of an article but in bullet format and present it in the class. We had to make sure that all the main points we covered in the summary. The purpose of the point paper was to help us limit our reports into a page length and not more. The less we wrote, the better it was. Point papers helps get the message across with minimum but effective sentences and if the paper sparks an interest with a reader, the link to the article was attached in the report. I considered this to be very effective for me as I tend to write long summaries. It helped me pick

out the most important points from an article and exclude the rest. We were also taught on how to write formal business letters and were taught the concept of Bottom Line Up Front (BLUF) technique while writing them.

We had to prepare an elevator speech and deliver it in class as well. An elevator pitch is a short description of an idea, product or company that explains the concept in a way such that any listener can understand it in a short period of time. In the elevator pitch we delivered, we had to talk about ourselves for 45 – 60 seconds. Talking about oneself is hard and having a time limit is even harder. We had to make sure we talked about our best qualities without rushing in that time period. Personally, this was one of the hardest assignments, but I learnt a lot about myself during the process of writing out my main qualities. The description in my about page is my elevator pitch.

The above artifact is a presentation me and my classmate presented. Our final task for this class was to present on a business idea, business product or a service. We chose to do it on reusable straws as both of us care about the environment deeply. We tried to incorporate enough visuals and effective statistics to promote the use of reusable straws. We introduced the idea of using a bamboo straw and why it is a better alternative than other reusable straws. We even purchased a few bamboo straws and passed it around so that our audience could have a better look into it. I felt that this presentation gave us a feel of the real business world. We had to promote our product in the best way possible by researching on the target market and business values.

Overall, this class was very effective in making us understand how communication works and how it is very important to be able to communicate well in the real world, not just in the business world.