

# Business Communication

# What is Business Communication?

"Business communication involves the exchange of messages, verbally and nonverbally, within and among organizations, with the intent to promote an organization's goals in a variety of contexts and media."

- **Mary Ellen Guffey and Dana Loewy** (*Business Communication: Process and Product*)

"Business communication is the process of creating and sharing meaning among individuals within and across organizational contexts using a variety of communication channels."

- **Peter Cardon** ( *Business Communication: Developing Leaders for a Networked World*)



# E-mail

- Have a professional e-mail address (Use affiliated institute e-mail id if you have one. It shows credibility and professionalism. Avoid using comical, frivolous and derogatory names)

E.g. [love.rose@gmail.com](mailto:love.rose@gmail.com), [sparklyme@yahoo.com](mailto:sparklyme@yahoo.com), [christina59@gmail.com](mailto:christina59@gmail.com)

- Use formal language (Depending on the situation, you can use strong but polite words)

E.g.

Casual: I'm checking on the progress of my application.

Formal: I am writing to inquire about the status of my application.

Casual: Unfortunately, we can't approve your funding request.

Formal: We regret to inform you that your request for funding has been denied.

Casual: Just a heads up, the meeting is now on Monday.

Formal: Please be advised that our meeting has been rescheduled to next Monday.

- Be clear and precise (Date, names, duration, amount)
- Avoid discussing delicate and sensitive conversations via e-mail. Set a time and date for a meeting in person.
- Be respectful and responsive.
- Always review to avoid any grammatical errors.
- Be careful if there are attachments.

# Professional Communication

Clarity and precision (Short description, choosing the right words)

Know your audience

Use professional tone (Keep your professional and personal stories separately)

Follow the proper format (specific to each of the companies, institutions etc)

Follow the ethical guidelines (Confidentiality/privacy/diversity)

Good listening skills

Some abbreviations used in emails for business communication –

FYI - For your information

FYR - For your reference

PFA - Please find the attachments

END - End of the day

ASAP - As soon as possible

KYI - Key performance indicator

SWOT - Strengths, Weaknesses, Opportunities, Threats (used in strategic analysis)

R&D - Research and Development

HR - Human Resources

PR - Public Relations