

# Business Communication

Module 1 Communication-process, types, meanings

# Why do we communicate?

- To connect, to build credible relations
- Process of sharing and information and meaning
- Great ideas-persuasiveness
- Sales and customer support, engineering, finance, entrepreneurial urge
- Good marketing strategies-good communicators
- Listening, speaking, reading, writing

For an Effective business communication

- Give useful information (practical)
- Give concrete information (factual)
- Crisp and concise (concise)
- Tell about expectations and responsibilities (clear)
- tell the benefits (persuasive)

# Communication Model

Sender



Idea-encodes idea in a message



Transmits through a channel



Audience receives, decodes  
and responds

feedback to the sender



# Communication

- Business Communication-it is specialized, convey commercial/industrial messages/well defined audience-to achieve a predetermined purpose
- Should consider culture, ethical and legal aspects-intra-organizational and inter-organizational communication.
- Flow of communication-
  - vertical - between supervisors and subordinates
  - Horizontal-between persons holding same positions
  - Diagonal-cross functional between employees at different levels
  - Informal communication-grapevine or rumour mill
- Process-sender, message, channel, receiver, response
- Observation of receiver's response-feedback
- If the message fails to produce desired response-semantic gap

Factors responsible for failure-personality traits of both sender and receiver, complex interpersonal relations, organizational network

# Patterns of formal Communication

- Linear Pattern –following the linear hierarchy
- Multi-linear pattern-in large organization with large categories of staff
- Tri channel pattern-free flow of communication through vertical, horizontal and diagonal channels
- Bi level pattern- small business units, vertical and horizontal flow only.
- Informal---Grapevine (informal chats, as a safety valve)
- Cross cultural Communication-intercultural awareness and personality traits
- Gender communication-inter-gender and intra gender communication, difference in the style of communication
- Communication during crisis-crisis management team, to prevent disruption of communication system

# Types of Communication

- Based on mode- (oral and written)
  - Oral—interpersonal, immediate feedback, resolve issues (lecture, GD, briefing)
  - Written-formal, record of transactions, legal(letters, report, circular, )
- Based on medium- (electronic and print)
  - Print-Books, journals
  - Electronic-computers, telephones
- Based on no. of participants (dyadic and group)
  - Dyadic-two persons (interview, telephone, letter)
  - Group-more than two (GD, seminar, panel discussion, office order)
- Based on direction- (one-way and two-way)
  - One way-sender plays the major role. –mass communication (public meeting, films)
  - Two way-sender and receiver keep on changing their roles (GD, Phone conversation)
- Based on purpose- (general and specific)
  - General communication-----All acts of communication
  - Specific is business(formal, impartial, specific techniques)

# Multiple Aspects of Business Communication

- Global Aspects
  - Culture specific, avoid cross cultural conflicts, tolerant and courteous
- Ethical Aspects (ethical dilemma-ethical lapse)
  - Maintain values-fairness, integrity, dignity
  - (plagiarism, misquoting, misrepresenting, distorting values, omitting information)
- Legal Aspects
  - Legal aspects while dealing with individuals, govts, agencies, etc.
  - Defamation – a wrong statement presented as a fact that is injuring or damaging the character of the person about whom it is said. “He stole the manager’s money”
  - ❖ defamation. . . Libel and slander
  - ❖ Libel –a false defamatory statement that is made in writing.
  - ❖ Slander- a false defamatory statement that is spoken orally.

## Tip

### You attitude

- Communicate with an audience-centred approach
- Kitty O. Locker - Business and Administrative Communication
- style of writing that puts readers' needs first.
- “emphasiz[es] what the reader wants to know, respecting the reader's intelligence, and protecting the reader's ego” (Locker 36).



# Assignment 1

- Please try to watch the movie *In Pursuit of Happyness* (2006)
- Diagrammatic representation of Patterns of Communication

# Advertising Communication

- “A good advertisement is one which sells the product without drawing attention to itself.” – **David Ogilvy**
- Most powerful means of mass communication
- Uses various techniques for effective persuasion
- Connects products to the people
- Most significant cultural phenomenon in the contemporary scenario
- American Marketing Association (AMA) 1948- any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.
- Paid persuasion-marketing instrument
- effective communication-most critical component

# Models of Advertising

- Stimulus-response-buyers conditioned to form favourable impressions and images
- Starch Model-Daniel Starch 1920- seen, read, believed, remembered, acted upon
- AIDA model-attention, interest, desire, act
- DAGMAR model- Russel Colley (1969) Defining Advertising Goals for Measured Advertising Results
  - aware about the product
  - comprehend
  - mental conviction
  - act to buy

# Functions of Advertising

- Inform
- provide incentives
- Provide reminders and reinforcement
- Customer increase
- Usage increase
- Encourages to buy more
- Reduce the time between purchases

## ASSIGNMENT 2

- 1. Identify an advertisement for any product that you find as interesting, innovative and creative.
- 2. Write the features.

# Business Communication

Verbal and Nonverbal Communication

# Verbal Communication

- Intrapersonal communication-silent conversations with one's own self
- Interpersonal communication-occurs between two individuals
- Small group communication-team meetings or press conferences
- Public communication-one individual is addressing a large group of people.
- Oral
- Written

## Speaking and listening skills

- Confidence
- Speed, tone and pace
- Clarity
- Avoid fillers
- ❖ be patient and attentive
- ❖ Dedicate time
- ❖ Responsible listener
- ❖ empathy



# Verbal communication skills

## oral

- Confidence in the voice
- Active listening
- Assertive
- Advice/feedback

## written

- Simplicity
- clarity
- Review what you have written

# Listening Skills-types

- Effective listening-organizational skills, trust factor
- Content listening-understand and retain
- Critical listening-understand and evaluate
- Emphatic listening-understand the feelings
- Active listening-turn off internal filters and biases

# Steps involved in listening and Barriers of Effective Listening

- Receiving
  - Decoding
  - Remembering
  - Evaluating
  - Responding
- 
- Selective listening
  - Defensive listening

# Non-verbal Communication

- Interpersonal process of sending and receiving information without written or spoken language
- Strengthen the verbal message
- It includes Facial expression
- Gesture and posture
- Vocal features
- Personal appearance
- Touch
- Time and space

# Major means of Nonverbal Communication

- Kinesics-language of the body (systematic study of the movement of the human body in the process of communication)
  - Personal Appearance
  - Facial expression
  - Eye contact
  - Movement
  - Posture
  - gesture

# Personal Appearance and Facial expression

- Choice of dress
  - Sober and neat
  - Well-groomed
- 
- Different moods
  - Cheerful expression
  - Quick rapport

## Eye contact/movement/posture

- Maintain eye contact with the audience
- Sign of confidence and trust
- A slight movement will reduce the tension
- Posture is the way you sit and stand
- Shows the degree of your alertness, confidence

# gesture

- Movement of any part of the body, to reinforce meaning
- Categories
  - Enumerative (when we enumerate or list)
  - Descriptive (to describe size and shape)
  - Locative (to refer the location)
  - Symbolic (to convey an idea or notion)
  - Emphatic (to emphasize an idea)

Integrate gestures and verbal communication

Gestures are not replacement for words

Choose the right gestures, like words

Do not overuse

Should be natural and spontaneous

Gestures-support, illustrate, reinforce



## Paralinguistics/ language of voice

- Study of nonverbal vocal cues that accompany the delivery of speech
- Quality, volume, pace, pitch pronunciation, pauses
- Throatiness, breathiness, nasalisation, harshness, being muffled, hoarseness

When do we pause?

To emphasise

To dramatise an idea

To separate one unit of thought from the other

To signal the beginning and end

To silence the disturbances caused by the audience

# Proxemics (The Language of Space)

- Systematic study of the use of space in face to face interactions
- Sociocultural variations in the use of space

## Classification:

- Intimate or Private space (personal touch to one and a half feet)-members of family, lovers, close relatives
- Personal Space (one and a half feet to four feet)- dyadic communication, interaction among friends, and colleagues
- Social Space (four feet to twelve feet)-group meetings, interviews, briefing sessions
- Public Space (twelve feet to thirty feet)-conference, convention, public meetings

## Chronemics (the language of time)

- Study of time management and its role in communication
- Time matters in business communication
- Influence of ICT enhanced the time management
- Respect for other's time- professional etiquettes
- punctuality, arriving at meetings on time, complete presentation on time, meeting dead lines, discipline, well organised and systematic

# Haptics (The Language of Touch)

- Systematic study of touch behaviour
- Cultural variations are there
- Expresses degree of intensity in interpersonal relationship
- To appreciate achievement-patting
- To bless-touching the head
- To express respect-touching feet
- To show warmth-hug
- To express affection-kissing forehead or cheeks
- To welcome and greet-handshake
- To express togetherness-holding hands
- To help some one-to hold arms
- To do one's duty-doctor or nurse

# Barriers of Communication

Linguistic, psychological, interpersonal, cultural,  
physical, and organizational

# Linguistic barrier-causes

English-

- changeability
- synonymity
- Polysemy
- Loss of meaning if proper words are not used
- Ignorance of the nature of words
- Limited vocabulary
- Wrong choice of words
- Long and complex sentences
- Improper word order and punctuation

# Psychological Barriers

- Misconceptions, preconceived judgements, fixed ideas
- Mental habits-premature evaluation, jumping into conclusion, I-know it all perception
- Difference in the background-different levels of knowledge and education, lack of concentration
- Cure
- -empathy, awareness of the difference in the background and perceptions
- Analyse your verbal behaviour and develop certain personality traits

# Interpersonal Barriers

- Difference in the personality traits
- Accept the individuals and evolve strategies to interact with them
- Expression of intense emotion distort the message
- Try to gain trust and establish credibility,
- Always send the messages on time, message is situation-specific
- Noise-any unwanted signal that occurs in the channel of communication  
(audio visual, written or psychological, display of irrelevant emotions, irritating mannerisms )



# Cultural Barriers

- Social intercourse with foreigners
- Should be aware of cultural values and social customs of people from other cultures.
- culture-characteristic features and behavioural pattern of a group
- Understand the social etiquettes
- Greeting, thanks and sorry

# Physical Barriers

- Technical noise
- Physical noise
- Physical factors

# Organizational Barriers

- Too many sources of information
- Information overload
- Inappropriate media

## Tips to overcome Barriers

- Atmosphere of mutual trust and cooperation
- Appropriate medium
- Understand your audience
- Avoid mental and emotional disturbances
- Understand the receiver's language, culture and social background
- Appropriate body language
- Written communication-suitable format and style
- Analyse feedback

# Professional Communication

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# Professionalism-Elements

- the conduct, aims, or qualities that characterize or mark a profession or a professional person ([www.merriam-webster.com](http://www.merriam-webster.com))
- Quality of performing at a high level-purpose and pride
- Makes meaningful contributions
  1. Strive to excel
  2. Being dependable and accountable
  3. Be a team player
  4. Good business etiquette
  5. Be ethical
  6. Be positive

# Skills expected from a professional

- Digital information fluency-recognise the information needs, and use efficient search techniques to locate reliable sources of information
- Organize ideas and information – logically and completely
- Express them-coherence, persuasive, concise
- Active listening
- Communicate effectively
- Good quality of writing and speaking
- Business etiquettes
- Communicate ethically
- Time management and resource management
- Develop critical thinking

# Audience-centred approach

- Understand and respect your audience. Adopt the “you attitude”
- Possess emotional intelligence-relate to the needs of others through a combination of emotional and social skills
- Audience centred communication-etiquette-expected norms of behaviour in any particular situation
- How audience receive message?
- Sense, select and perceive message
- While sending messages ,
  1. consider the audience expectations
  2. Ensure ease of use
  3. Stress familiarity
  4. Make sure the message speaks to the audience (empathy)
  5. Verify technological compatibility



## Audience Decode the message

- Decoding is a personal process influenced by culture, individual experience, learning and thinking styles, etc.
- Audience recreate their own meanings
- Perception-audience organises incoming sensations into a mental map
- Selective perception-audience ignore or distort incoming information to fit into the preconceived notion of reality

## Audience responding to your message

- Recipients remember the message
- Sensory memory captures the data
- Transfer to short term memory (whatever the recipient remember)
- It should be transferred to long term memory
- The information needs to be retrieved.
- Recipient has to be able to respond
- Recipient should be motivated to respond

# Social Communication Model

- Conventional model - We talk you listen-publishing/ broadcasting mindset

Company will send scripted messages to the mass

No option to respond/ or initiate discussion, hierarchical, isolated

Customers had few ways to connect with one another

- The Social Model- Let's have a conversation

Interactive, conversational, open and multidirectional, reactive, collaborative

Advantages: increase the speed of communication, improve access to expertise, boost employee satisfaction

Disadvantages: information overload, information security risks, difficulty of maintaining a healthy boundary between personal and professional life

# Agencies assisting Professional Communication

- Internet
- Mobile
- Technological Tools
- Social Media
- Digital Communication

# Digital Media and Communication

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## Digital Media as a powerful Tool

- Redefine the office
- Helps in collaboration
- Share information
- Connect with stakeholders
- Build communities of people

# Redefine the office

- Replace conventional hierarchical patterns
- Highly adaptable virtual networks
  1. web-based meetings
  2. Videoconferencing and telepresence
  3. Online workspaces that could be shared
  4. Voice technologies (speech recognition, speech synthesis, speech analytics software)
  5. Mobile Business App

## Collaborating and sharing Information

- Digital Technology helps in collaborate with others, and also in sharing our skills and information
- 1. Instant messaging (replaced the conventional conversations via emails or phone calls )
- 2. Wikis-creating and editing online content
- 3. Crowdsourcing and collaboration platform
- 4. Data visualization
- 5. Internet of Things (machine based communication)- billions of devices connected to the internet and have the networking potential of all these gadgets that communicate with each other, feed data into vast information warehouses, and also interact with people and the physical environment. (15. Bovee and Thill)



# Connecting the stakeholders

- Redefined the business relationships with internal and external stakeholders
  - Anyone can voice their concerns, opinions and needs
  - Companies can monitor and manage conversational threads
1. Applicant tracking system-talent management system
  2. Blogging- others can participate in the conversations
  3. Content curation
  4. Online video
  5. podcasting

# Building Communities

- User generated content sites
- Microblogging
- Social networking
- Community Q &A sites
- Gaming technologies

# Mobile Technologies and Business Communication

- Mobile apps and communication systems boost productivity
- Radical Connectivity- (breathtaking ability to send vast amount of data instantly, constantly ad globally-Nicco Mele)
- It gives employees more flexibility
- Helps in multitasking
- Enhance productivity and collaboration
- Accelerate decision making
- Can create more engaging experiences

# Technology is a tool not a substitute

- Keep technology in perspective
- Overuse and misuse can lead to information overload
- Avoid sending unnecessary messages
- Information Technology Paradox (information technology can waste as much as time as they save ) (even if they offer great opportunities to connect with people, sometimes it will distract)
- Should know how to use appropriately and efficiently
- One should be familiar with the basic features and functions

# Social Media

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# Writing Strategies

- Writing in the social media is a conversation
- Informally but carefully
- Concise, specific and informative
- Get involved, stay involved
- While promoting don't impose
- Be transparent and honest
- Be accountable, think before you post

# Social Network

- Helps people and organization to stay connected and to share information
- Public and general purpose
- Public and specialised
- Private network

## Business Communication uses of Social Network

- To integrate company workforces
- Foster collaboration
- To build communities- brand communities
- Socialize brand and communities-brand socializing
- Understand target markets
- Recruit employees and business partners
- Connecting with sales prospects
- Supporting customers
- Extending the organization
- crowdspeaking



# Strategies for Business communication on Social Networks

- Choose the best compositional mode
- Offer valuable content
- Join existing conversation
- Anchor your online presence in your hub
- Facilitate community building
- Restrict conventional promotional efforts to the right time and right place
- Maintain a consistent personality

## User Generated Content sites –UGC

- users contribute most of the content
- Ability to vote comment and share
- Important business communication channel
- Voice of the crowd.

# Content Curation

- Process of collecting and presenting articles, videos and other material on a particular topic in a way that make it convenient for target readers
- Museum curators- when they decide which piece in their collection to display
- Content Curation-business communicators can find and share valuable information with the audience.
- Sharing links to useful articles
- One should refrain from plagiarism
- As you are promoting yourself as an expert, make sure to understand the needs of target audience

# Blogging

- Blogs help in maintaining positive connection with the target audience
  1. Communicate with personal style and an authentic voice
  2. deliver new information quickly
  3. choose topic of peak interest
  4. Encourage audience to join the conversation

# Business applications of Blogging

- Anchoring the social media presence
- Project management and team communication
- Internal company news
- Customer support
- Public relations and media relations
- Recruiting
- Policy and issue discussions
- Crisis communication
- Market research
- Brain storming
- Employee engagement
- Customer education
- Word-of-mouth marketing
- Influencing traditional media news coverage
- Community building

## Three step process for Successful Blogging

- Audience-should have a clear understanding of the audience
- Purpose-general and specific purpose
- Scope-careful planning-interest-valuable-brief
- Make it easier to find by tagging

## Microblogging

- For providing company updates, presenting tips on products, interesting information, etc.
- Good for Crowdsourcing research questions
- Encourage spontaneous communication

# Why do you use the social media ?

- Possess media skills
- Do it on a regular basis before launching
- Try to learn the nuances involved
- Shift from novice to an expert
- Exploit the possibilities



# Business Etiquette

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# Certain Universal rules

- Greet everyone
- Pay attention to names
- Keep eye contact
- Give certain positive cues to your listeners
- Introduce others
- Send customized handwritten thank you notes
- Proof-read emails for grammar and spelling errors
- Be polite and professional in all forms of communication
- Always be on time
- Dress appropriately
- Always practice good hygiene
- If you invite others for a lunch it's your treat
- Table manners
- Keep your workspace neat
- Show respect for shared areas
- Keep your phone away when you are talking to your customer
- Don't be a complainer

# Ingredients of Professional Etiquette

- Specialized Knowledge
- Competency
- honesty and integrity
- Accountability
- Self regulation
- Developing emotional intelligence
- Honour your commitments
- Be polite

## Recognize nonverbal communication

- Facial expression, gestures, postures, vocal characteristics, personal appearance, time and space
- Follow the principles of respect, consideration and honesty
- Personal appearance

## How to improve meeting productivity?

- ❑ Prepare carefully
  - Relevance and purpose of the meeting
  - Selection of participants
  - Venue, time and agenda
- ❑ Lead effectively and participate fully
  - Keep the flow of the meeting
  - Encourage everyone to participate actively
  - Conclude effectively
- ❑ Put the results to effective use
  - Distribute the minutes
  - Communicate task assignments

# Online Business Etiquette

- ❑ Basics of personal online behaviour
  - Avoid personal attacks
  - Stay focused on the topic
  - Beliefs and opinions are not irrefutable truths
  - Don't send acronym filled messages
  - Use virus protection and be up to date
  - Before chatting take an appointment
  - Mind the language control the emotions
  - Avoid multitasking
  - Show respect and integrity
  - Don't waste others time
  - Respect boundaries of time and virtual space
  - Be careful about online commenting mechanism

# Online Meeting Etiquette

- Join early
- Dress appropriately
- Know your surroundings
- Mute microphone when you are not talking
- Stay seated
- Minimise distractions
- be patient
- Conclude gracefully

# Business Etiquette while using Mobile

- Mobile habits reflects one's personality
- Selecting ringtones

Be conscious of your voice

Be courteous when you call someone

Convey positive professional attitude

Conclude calls with clarity and courteously

Use brief and professional outgoing messages



# Writing Résumé

## **Business Communication 8**

## What is a résumé?

- A structured, written summary of a person's education, employment background, and job qualification
- Applicant tracking system-computer systems that capture and store incoming resumes and help recruiters find good prospects for current openings

## Guidelines to craft Personal Strength

- Be organised-note down dates, keep a list of -to do. Organise and keep a record of your contacts
- Start now –don't wait for the last moment, be prepared
- Look for stepping stone-opportunities- view every job as an opportunity to learn
- Focus your research- for job

# How to start?

## ❑ My story

- Where I have been?- experience from your past that gives you insight
- Where I am now?-your education and qualification, how do you assess yourself
- Where I want to be?-your aspirations
  
- Hiring managers look at more than your ability to do a job,
- You should be reliable and motivated

# networking

- Process of making informal connections with mutually beneficial business contacts- industry functions, social gatherings, alumni reunions
- Vast majority of the openings are never advertised, so put your network in place before you need it
- Networking is about people helping each other, not just about other people helping you
- Pay close attention to network etiquette
- Try to become a valued network member

# Three step writing process

## ❑ Plan

- Analyze the situation-purpose is to get an interview, not a job
- Gather information
- Choose media and channels
- Organize information

## ❑ Write

- Adapt to your audience
- Compose the message

## ❑ Complete

- Revise the message
- Produce the message
- Proofread the message
- Distribute the message

# Types of résumé

## ❑ The Chronological résumé

- Work experience section dominates
- Placed just after contact information
- Presents your professional history
- Reverse chronological order
- Highlight your accomplishments

## ❑ The Functional resume/ skills résumé

- Emphasises skills and capabilities
- Individual areas of competence
- Useful for people with limited employment history
- Lacks evidence of job experience

## ❑ The Combination résumé

- Combines skills focus and job history focus
- It will highlight capabilities and education

# How to compose résumé?

- Use simple and direct style
- Use short crisp phrases
- Avoid the word I -shows self involvement
- Start with strong action words-accomplished-completed-developed-established-implemented-managed-participated-
- Sample-I was in charge of customer complaints-?
- Include relevant keywords in introductory, work history and education section
- Give accurate and complete contact information
- Avoid fancy personal emails, it should be professional-sounding
- ❑ Introductory statement
  - Career objective-identifies specific career track
  - Qualification Summary-brief view of your qualifications, - if you have set of focused skill set
  - Career Summary-brief recap of your career- best suitable for upper level executives
- ❑ Education-strongest selling point-technical training/ academic preparation
- ❑ Work Experience/ Skills/ Accomplishments
- ❑ Activities and Achievements



## Personal details and references

- While applying to US companies, don't include personal data, age, gender, sexual orientation, political or religious affiliation, race, salary history, student ID number, marital status, physical description, names of references
- Availability of reference is assumed-name, job title, organization, address, contact details, email id, nature of your relationship

# Positioning yourself for an ideal/available opportunity

Name

Email id

Address

Permanent Address

Summary of Qualifications

Education

Work and Volunteer Experience

Professional Engagement

Awards

# Positioning yourself for more responsibility

Name

Email id

Permanent Address

Summary of Qualifications- change the title to focus on career path (market and strategy analyst)

Professional experience

Education

Professional Engagement

Awards

# Completing your résumé

- Revise for clarity and conciseness
  - Weed out irrelevant details
  - Resume should be a high efficiency information delivery system
  - Simple formatting and clean design
  - Be prepared to produce versions of your résumé in multiple formats-printed traditional/  
printed scannable, digital plain text, MS word/ online resume/ PDF file
  - Creating online or Social Media Résumé- e-portfolios, interactive resume, social media  
résumé
  - Create dynamic, multimedia presentation
- online presence is a career management tool, stake advantage of social networking, don't  
expect your employers to seek your resume from a website
- Proof read and submit

# Job Application

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# Application letters

- For submitting résumé
- Cover letter
- Application letter-writing skills evaluation in disguise
- Whether you are applying for an identified job or prospective
- Understand whether the application is solicited or unsolicited

Solicited-

- do research to identify the qualities that the company is seeking
- Search for news items involving the company, its customers and profession

Unsolicited-

- Demonstrate the knowledge of your employer's needs

## Tips to be followed for writing an application letter

- Impress with knowledge and professionalism
- If you know the name of your addresser please address your letter to that person
- Clearly identify the opportunity you are applying for
- Show that you understand the company and the market place
- Never disclose the salary history
- Keep it short- 3-4 para
- Maintain business appropriate tone
- Exhibit confidence
- Don't repeat information from your résumé

## Structure of an Application letter

- Opening para-1. explain why you are writing
  2. give the recipient a compelling reason to keep reading, demonstrate your immediate potential
- Middle para-to expand your opening para, and to give a complete picture regarding your strength, this para should build an interest and create a desire to interview you. Be specific and back up your assertion with convincing evidence.
- Don't bring up your salary if your recipient has not asked for the same.
- Concluding para-ask for the reader for a specific action and to facilitate a reply



## Follow up after submitting Résumé

- Maintain etiquette
- Companies will evaluate your communication efforts and professionalism during this period

## Five incredible steps

- Make it personal- address the person
- Tell them why you choose them-emotional attachment
- Tell them why they should pick you- job description, how you can value that
- Show passion-how much you want it
- Show kindness- your concern to them

## General Outline

- Applicant's name
- Address
- Date of letter
- Employer's name, title
- Address
- Salutation
- Opening para: why you are writing, type of work or position you are applying for, how you heard about it
- Middle Para(s): explain why you are interested
- Closing para; it should pave way for the interview
- Sincerely
- Signature
- Name

## Dos and Don't s

- Individual letters for each job application
- Correct company name and employer's name
- Make sure to spell the names correctly
- Provide clear instances for what your contributions scan be
- Do an investigation or study about the company before submitting the application letter
- Give your contact information
- State that you will do the follow up after a stipulated period of time
- ❖ Don't prepare and submit the application letter in a careless manner
- ❖ Check grammar, spelling and punctuation
- ❖ Don't send the letter to "To whom it may concern"
- ❖ Instead of requesting a job, you should ask for a job interview

## References

- <https://edis.ifas.ufl.edu/wc099>
- <https://courses.lumenlearning.com/wm-businesscommunicationmgrs/chapter/writing-effective-cover-letters/>

# Attending an interview

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# Job Interview

- Employment interview-a meeting during which both the interviewer and interviewee ask questions and exchange information
- Sequence of an interview
  1. Screening-filter out applicants who are unqualified, limited time to confirm you as fit for the position
  2. Selection-helps the organization to identify the top candidates, show keen interest in the job, relate your skills and experience, listen attentively
  3. Final stage-final evaluation by a higher ranking executive, may try to sell you on the advantages of joining the organization

# Types of Interview

- Based on the way they are structured, number of people involved, purpose of the interview
- Structured-to identify the candidates who don't meet the basic requirement  
allow the interview team to compare the answers
- Open ended-the interviewer adapts the questions based on the answers given by the candidate, feel like a conversation, but the candidate should remain focused
- Panel interview-meet several interviewers at once, try to make connection with each person in the panel
- Group interview-one or more interviewers meet several candidates, to observe how the candidate interact, treat your fellow candidates with respect and at the same time look for opportunities to demonstrate your depth of knowledge that the company needs



- Behavioural Interview-asked to relate specific incidents and experiences from your past. Candidates should use their experience and attributes to craft answers
- Situational Interview-similar to behavioural, but asked to find out how they handle hypothetical situations, related to your job
- Working Interview-most realistic-asked to perform job related activity, lead a brainstorming session, solve a business problem, engage in role playing, to make a presentation
- Stress Interview-designed to unsettle the candidates, to understand how well you handle a stressful situation

## Interview Media

- Telephone Interview-keep a copy of all the materials that you have sent to the employer, keep a positive alert voice
- Emails and IM-maintain a professional style
- Virtual online platforms, video conferencing- speak to the camera as if you are addressing the interviewer
- Employer's look for-whether the candidate can handle the responsibilities of the position, whether you will be a good fit with the organization and the target position
- People like candidates who are confident, dedicated, positive, curious, courteous, ethical and willing to commit to something beyond their goals.

# Preemployment testing

- Integrity test
- Personality test
- Cognitive test
- Language proficiency
- Job knowledge and job-skills test
- Substance test
- Background checks

## Evaluation Sheet

Aspects	excellent	Good		Poor
fundamentals				
Technical know how				
Communication skills				
Team spirit				
motivation				
Intellectual ability				
Capacity to work hard				

# Preparing for a Job Interview

- Learning about the organization
- Think ahead about questions
- Planning questions of your own
- Boost your confidence
- Polish your interview style
- Present a professional image
- Being ready when you arrive-pen, paper, copy of your résumé
- Verify location and time of interview
- Relax and be composed

## Interview-three stages

- Warm-up---be alert, greet the interviewer, take a seat only after it is offered, positive body language
- Question answer session---the interviewer should lead the conversation, listen carefully and watch nonverbal signals, don't limit to yes or no answers, when you have the opportunity to ask questions, ask
- The close---watch and listen for signs that the interview is about to end, if you receive an offer and if you are not ready to decide, ask for time to think, don't bring up salary if they haven't asked
- End with a warm smile, and thank the interviewer

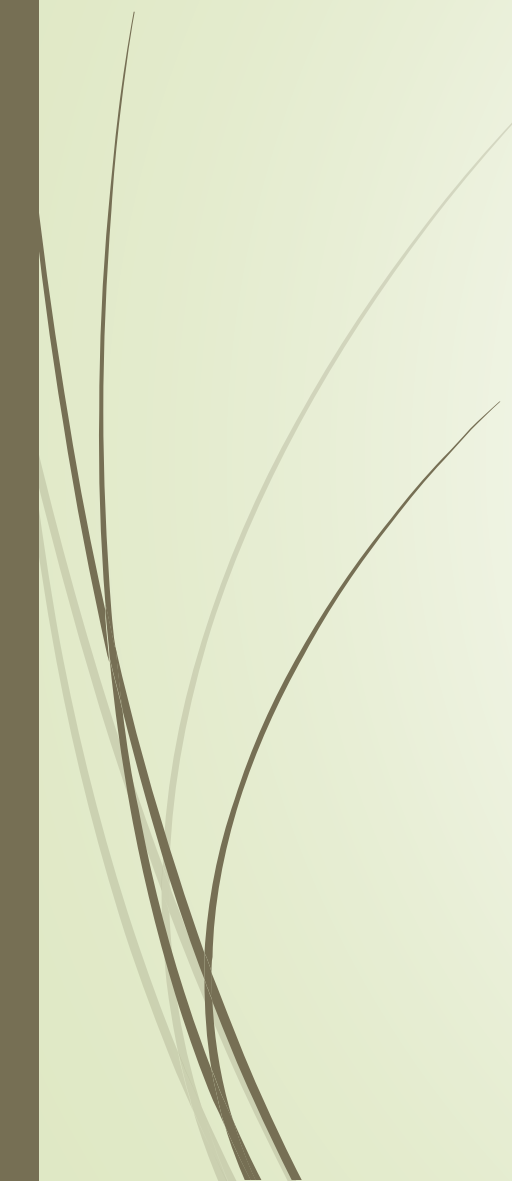


## **Group Discussion**

Business Communication 11



## Define

- a methodology used by an organization to understand the personality traits and/or skills of the candidates.
  - The candidates will be given a topic or a situation, given a few minutes to think about the same, and then asked to discuss
  - Team work
  - Communication skills
  - Reasoning ability
  - Leadership skills
  - Initiative and Assertiveness
  - Flexibility and Creativity
  - independent thinking
  - How effectively and easily one can cool down
  - Understand the candidates' behaviour, participation and contribution
- 






## Dos

- Use informative phrases, avoid jargons and state firmly.
- Define the topic/issue
- Analyse scope and implications
- Initiate and generate discussions
- Encourage reticent members to speak
- Intervene forcefully but politely
- Be brief and to the point
- If you wish you can concede to others' views
- Look at all the members and speak
- Proper pronunciation
- Maintain relaxed and pleasant atmosphere
- Try to lead the group to a conclusion
- Concluding a discussion is a management quality and a leadership talent




## Don'ts

- Don't be arrogant
  - Don't monopolise and dominate the discussion
  - Don't make any personal comments
  - Don't jump into conclusions
  - Don't speak continuously for a long time
  - Neither raise your voice nor speak too softly
  - Avoid speech mannerisms and fillers
  - Avoid aggressive gestures
  - Don't ignore any member of the group
  - Don't recline in your chair, nor lean forward
- 

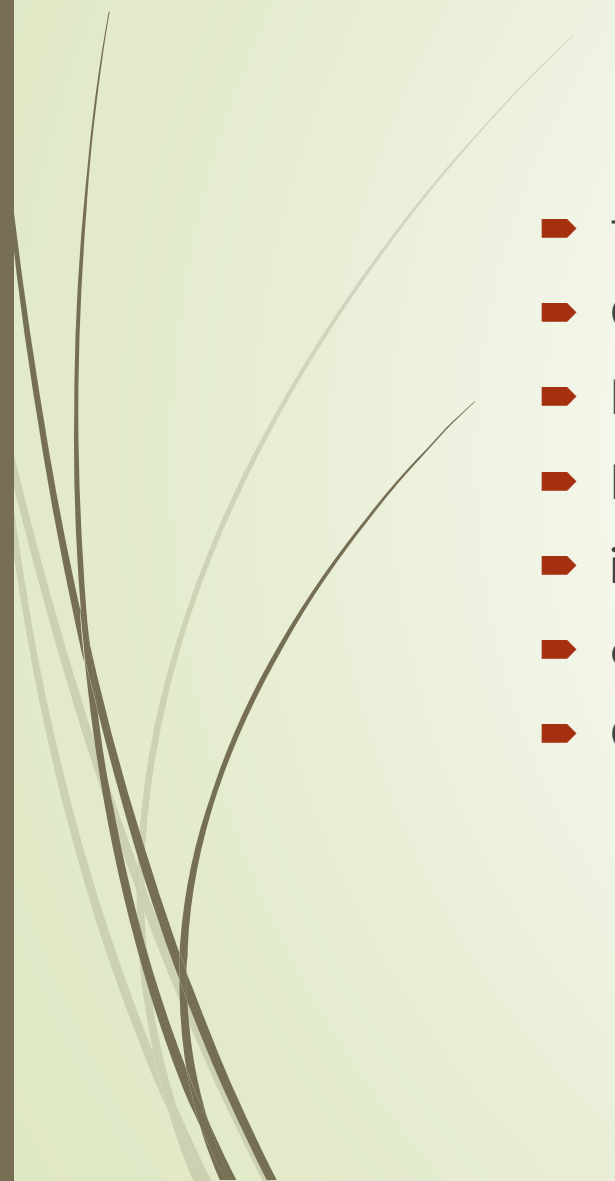


## Topics

- Factual Topics ---practical things, socio-economic topics, current affairs to understand the social awareness and sensitivity of the candidate
  - Controversial Topics --argumentative in nature, meant to generate controversy. To understand the maturity of the individual, to assess the rationality and logic. To understand the emotional control.
  - Abstract Topics --about intangible things. To test lateral thinking and creativity.
  - Case based---to simulate a real-life situation. Information about the situation will be given and you will be asked to resolve the situation, objective is to get you to think about the situation from various angles.
- 



## Why do we need GD?

- to understand a subject more deeply
  - Critical thinking ability
  - Problem solving capacity
  - Decision making
  - improves listening skills
  - develops confidence in speaking
  - Changing attitudes
- 

# Strategies for improving

## ► Observe

Attend as many seminars and GDs

How to make make critical comments?

How to ask questions?

How to agree or disagree?

special phrases to show politeness even when disagreeing

How to signal to interrupt

## ► Practice

Collect questions

Read, awareness



Mock attempts

## ► Participate

Use every opportunity to take part in social/informal discussions or structured/formal discussion.

Start by making small contributions to tutorial discussions; prepare a question to ask, or agree with another speaker's remarks.


# Discussion Etiquette

- 
- 
- Speak pleasantly and politely to the group.
  - Respect the contribution of every speaker.
  - Learn to disagree politely.
  - Think about your contribution before you speak.
  - Try to stick to the discussion topic. Don't introduce irrelevant information.
  - Be aware of your body language when you are speaking.
  - Agree with and acknowledge what you find interesting.
  - Don't lose your temper
  - Don't Shout
  - Gestures like finger pointing and table thumping can appear aggressive.
  - Confident speakers should allow quieter students a chance to contribute.
  - Don't bring too much of personal experience or anecdote.
  - Wait for a speaker to finish what they are saying before you speak.






## Positive Task Roles in a GD

- Initiator,
  - Information seeker or Information giver
  - Procedure facilitator
  - Opinion seeker or Opinion giver
  - Clarifier
  - Social Supporter
  - Harmonizer
  - Tension Reliever
  - Energizer
  - Compromiser
  - Gatekeeper
  - Summarizer
- 



## Negative Roles to be Avoided

- Disgruntled non-participant
  - Attacker
  - Dominator
  - Patronizer
  - Clown
- 





## references



- <https://sites.google.com/site/communicationskill4you/group-discussion>
- Sharma, R C and Krishna Mohan. *Business Correspondence and Report Writing. A Practical Approach to Business and Technical Communication*. 5<sup>th</sup> Edition. McGraw Hill India. 2016



# How to write a proposal

Business Communication 12

# Proposal-definition and types

- Written offer to undertake a project, to create and design something new, for changing or modifying existing procedure, method, or structure within a specified period of time
- **Types**
- **Research proposal**-a project requiring scientific enquiry and systematic investigation
- **Technical Proposal**- to modify or create something requiring technical knowledge and skills
- **Business proposal**-deals with any aspect of business, commerce or industry
- **Solicited proposal**- a proposal submitted in response of a demand or invitation
- **Unsolicited proposal**- without asking or requesting a person in one's own initiative is submitting the proposal

# Characteristics of a proposal

Follow the **AIDA** plan

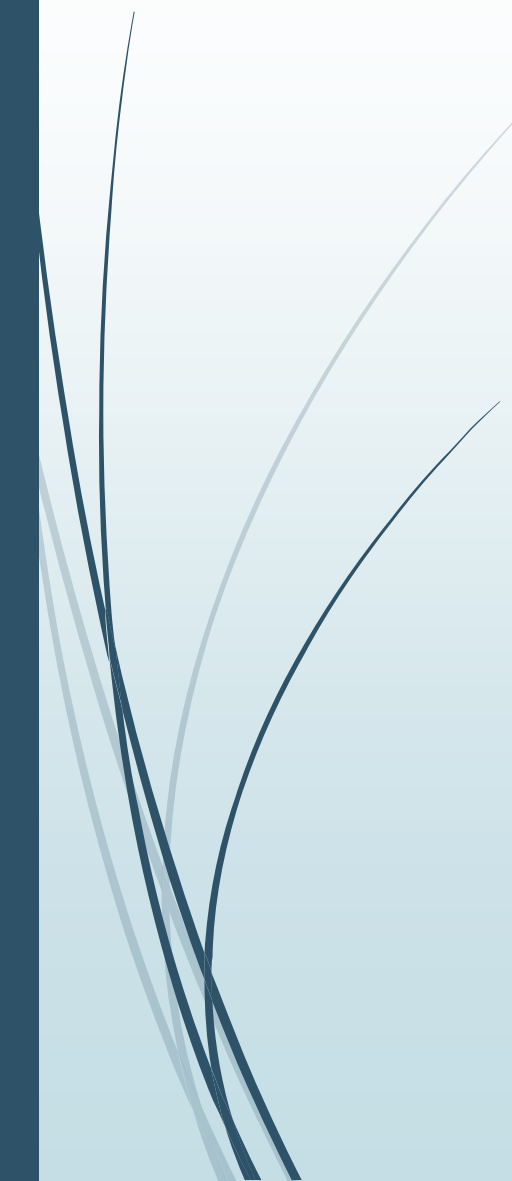
- **Attention**- towards the proposed topic
- **Interest**- should be created by pointing at what is to be done
- **Desire**-should generate desire by highlighting the benefits or advantages
- **Action**-should be induced by persuasive reasoning

How to get it done

- Specify the scope
- Be realistic
- Establish your credentials
- Highlight the benefits
- Proposal should be short and crisp
- Simple language
- Neat and attractive presentation and layout



## Qualities of a proposal

- Informs and persuades efficiently
  - Needs an attractive idea or a solution
  - credibility, passion and enthusiasm, logic, and reason.
  - Assertion should be substantiated
  - Professional touch
- 

# Structure of a technical/business proposal

- **Cover Page-Title page** ---cover of the proposal, title, name and designation of the proposer, organization to which the proposer belongs, date of submission
- **Table of Contents**---if it is lengthy (more than 15 or more pages)
- **Executive Summary** - abstract in a report, one- or two-paragraph summary of the product or service and how it meets the requirements and exceeds expectations.
- **Statement of the Problem**---Background history of your product, conduct a survey of literature, other subdivisions should logically flow from this subtitle
- **Objectives**- could be stated in short term and long term goals. Make it clear and concise. Use clear, well-supported reasoning to demonstrate your product or service.
- **Technical Plan**-theoretical principles and analytical methods involved in solving the problem
- **Management Plan**-plan of action and facilities and manpower required. Tabulate the time schedule
- **Market Analysis**---existing condition of the market. And how does our solution compare
- **Benefits**---of the potential buyer Be clear, concise, specific. Short term and long term
- **Timeline**--A clear presentation, often with visual aids, of the process, from start to finish, with specific, dated benchmarks noted.
- **Marketing Plan**---How to deliver? how will people learn about you?
- **Finance/ cost estimate**---What are the initial costs, when can revenue be anticipated,
- **Conclusion**---restate your main points clearly and conclude with a common theme



## references

- <https://courses.lumenlearning.com/businesscommunication/chapter/13-3-business-proposal/>

# Writing reports

Business Communication 13



# Types of Reports

- Informational reports
- Analytical reports
- Technical report
- Survey report
- Data based report

## Elements

- Front Matter
- Main Body
- Back matter

# Front Matter

- Cover
- Frontispiece
- Title page
- Copyright Notice
- Forwarding Letter
- Preface
- Acknowledgements
- Table Contents
- List of Illustrations
- Abstract and Summary

# Main Body

- Introduction
- Discussion or Description
- Conclusions
- Recommendations

# Back Matter

- Appendices
- List of References
- Bibliography
- Glossary
- Index