

Bhagwan Mahavir University

Bhagwan Mahavir College of Management

MCA SEM 1

3050302106 - Business Communication and Ethics

Unit 1: Fundamentals of Business Communication

- Definition, Process, Importance of Communication in Business
- Types of Communication: Verbal, Non-verbal, Formal, Informal
- Barriers to Effective Communication and Ways to Overcome
- The 7 C's of Effective Communication
- Communication Channels and Mediums
- Feedback and Active Listening Techniques
- Introduction to Cross-Cultural Communication

1. Definition, Process & Importance of Communication in Business

- **Definition:**
Communication is the process of exchanging information, ideas, thoughts, and feelings between individuals or groups to achieve understanding.
- **Process of Communication:**
 1. **Sender** → originator of the message
 2. **Message** → content or information to be conveyed
 3. **Encoding** → converting the message into words, symbols, gestures
 4. **Channel/Medium** → method used (e.g., email, face-to-face, phone)
 5. **Receiver** → person who gets the message
 6. **Decoding** → interpretation of the message
 7. **Feedback** → response from receiver to sender
 8. **Noise** → barriers or disturbances in communication

- **Importance in Business:**
 - Builds good relationships
 - Facilitates decision-making
 - Enhances coordination among teams
 - Improves efficiency & productivity
 - Essential for customer relations and branding

2. Types of Communication

- **Verbal Communication**
 - Oral (meetings, presentations, phone calls)
 - Written (emails, reports, notices)
 - *Example:* A manager giving instructions in a meeting (oral) or sending an email (written).
- **Non-verbal Communication**
 - Body language, gestures, facial expressions, tone of voice
 - *Example:* A smile showing approval, folded arms showing disagreement.
- **Formal Communication**
 - Official, structured, follows hierarchy (memos, reports)
 - *Example:* Circulars, memos, official emails, company reports.
- **Informal Communication**
 - Casual, friendly interactions (grapevine, social talks at work)
 - *Example:* Colleagues chatting during lunch break.

3. Barriers to Effective Communication & Overcoming Them

- **Barriers:**
 - Language differences
 - Cultural differences
 - Physical barriers (noise, distance)
 - Psychological barriers (stress, emotions)
 - Perceptual barriers (misunderstanding)
 - Organizational barriers (hierarchy, bureaucracy)
- **Ways to Overcome:**
 - Use simple, clear language
 - Encourage feedback
 - Develop cultural awareness

- Reduce noise/distractions
- Practice empathy and active listening
- Flatten unnecessary hierarchy

4. The 7 C's of Effective Communication

1. **Clarity** – Be clear about the message , *Example:* Instead of saying “*Kindly expedite the aforementioned task*”, say “*Please finish the report by 5 PM today.*”
2. **Conciseness** – Be brief and to the point , *Example:* “*Meeting at 10 AM in Conference Room*” is better than “*We are having a meeting tomorrow morning at 10 o'clock in the Conference Room.*”
3. **Completeness** – Provide all necessary information, *Example:* Instead of “*Submit soon*”, say “*Submit your assignment by Monday, 10 AM, to the office desk.*”
4. **Concreteness** – Use facts, figures, and specific details, *Example:* “*Our sales grew by 20% this quarter*” (concrete) vs. “*Our sales grew a lot*” (vague).
5. **Courtesy** – Be polite and respectful , *Example:* “*We appreciate your feedback*” instead of “*You are wrong.*”
6. **Correctness** – Use proper grammar, facts, and accuracy, *Example:* Writing “*The meeting is on Wednesday, 21st August*” (correct) vs. “*The meeting is on Thursday, 21st August*” (incorrect/confusing).
7. **Consideration** – Keep the receiver's perspective in mind, *Example:* When writing to a customer, say “*We understand your concern and will resolve it soon*” rather than “*This is not our fault.*”

5. Communication Channels and Mediums

- **Channels:**
 - **Formal** (official notices, emails, reports)
 - **Informal** (casual talks, group chats)
- **Mediums:**
 - Face-to-face
 - Telephone
 - Email
 - Video conferencing

- Social media
- Written documents

6. Feedback & Active Listening Techniques

- **Feedback:**
 - Ensures two-way communication
 - Can be verbal (comments, responses) or non-verbal (nods, gestures)
 - Helps improve clarity and understanding
- **Active Listening Techniques:**
 - Maintain eye contact
 - Avoid interrupting
 - Ask questions for clarity
 - Paraphrase to confirm understanding
 - Show interest through body language

7. Introduction to Cross-Cultural Communication

- **Definition:** Communication between people of different cultural backgrounds.
- **Key Aspects:**
 - Awareness of cultural differences in language, gestures, traditions
 - Respecting values, beliefs, and communication styles
 - Avoiding stereotypes and ethnocentrism
- **Importance:**
 - Crucial in global business and international teamwork
 - Helps prevent misunderstandings
 - Builds stronger intercultural relationships