

BUSINESS COMMUNICATION AND VALUE SCIENCE

Unit 1

1. Punctuation marks

PUNCTUATION MARKS			
Full Stop  Shows the end of a sentence	Question Mark  Shows that a question is being asked	Comma  Joins two or more ideas in a sentence or separates items in a series	Exclamation Mark  Shows strong emphasis or strong emotion
Quotation Marks  Shows that words have been directly quoted	Colon  Introduces the information that comes after it	Semi Colon  Connects two complete sentences that are related	Apostrophe  Used to show possession or for contraction of word.
Hyphen  Forms compound words	Slash  Used to separate letters, numbers or words.	Ellipsis  Shows that something has been removed from a sentence	Parentheses  Used to add extra information in a sentence

. Period & ? Question Mark

16

- Period ends a sentence. It is also used for abbreviations.
- ❖ It is easy to use the question mark. It is used at the end of a sentence which asks a question.

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! Exclamation Mark & " " Quote Marks

17

- It is used when a command is issued or someone is speaking forcefully! This is not followed by a period and not used with other punctuation marks. One exclamation mark is enough at the end of a sentence.
- ❖ Quotation marks are used when someone's spoken, or written words are replicated exactly.
Teacher said, "We will complete this chapter today."

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2. **Social cause :** A cause of society/community/a group of people which is the reason for their pain and present suffering, and it can be physical, social, economical, time perspective, more effort/drudgery, emotional, denial, rejection, and due to non-inclusion.

3. Seven deadly sins of writing :

<https://catherinemorriswrites.com/2017/11/20/the-seven-deadly-sins-of-writing/>

1. Inaccuracy.

2. Lack of clarity.

3. Carelessness.

4. Narcissism :- Think your time is too valuable to waste checking your own copy ?.....Insert your own opinions into each article you write ?.....Habitually make yourself the central character of the piece ?.....If you answered ‘yes’ to any of the above, you might be suffering from writer narcissism.

5. Defensiveness :- Invite your editors/readers/colleagues to give you feedback and make an effort to act on their recommendations. Understand the difference between criticism for its own sake, and criticism that’s meant to help.

6. Complacency :- Complacency is the death knell for any career. Because skills stagnate. To be at the top of your game, you’re not just competing with yourself, you’re competing with every other writer out there. So you should be constantly asking: “How can I make my writing better?”

7. Impatience :- Impatient writer are the ones who have an eye on deadline – to the exclusion of all else. This race to file copy can lead to other sins piling on. And before you know it, you’ve ticked off carelessness, inaccuracy and lack of clarity. As one who makes to-

do lists purely for the thrill of ticking things off them, I understand the compulsion to get things finished. But you should never sacrifice quality for speed.

Be a good planner.

- 4. Satori moment :** Zen buddhism has a beautiful concept known as satori. Satori refers to a deep, abiding insight in which someone sees and understands the true nature of the universe and of reality itself.
- 5. Vocal qualities :** A speaker must consider more than just content when preparing for a speech. Vocal qualities are just as important. These are certain qualities our voice takes on when speaking, like:

- Volume
- Rate
- Pitch
- Fluency
- Articulation
- Tone

And, this is for good reason. Each quality acts in harmony with the others so your audience enjoys, is attentive to and understands your speech.

Unit 2

1. What is Mission statement ?

A mission statement is a short summary of an organization's core purpose, focus, and aims. This usually includes a brief description of what the organization does and its key objectives.

2. What is Vision Statement ?

A vision statement is a short description of an organization's aspirations and the wider impact it aims to create. It should be a guiding beacon to everyone within the organization and something which underpins internal decision-making and determines the intended direction of the organization.

3. Mission Statement Vs Vision Statement :-

In short: The mission is the “*what*” and the “*how*,” and the vision is the “*why*.”

The mission statement defines what an organization does and includes tangible goals which the organization strives to accomplish. The vision statement, meanwhile, should clarify the aspirations of the organization and define the direction it's heading in.

Many organizations combine the two statements to form one clearly defined reason for existing that unites the efforts of everyone involved.



4. What is Value Statement ?

The values statement highlights an organization's core principles and philosophical ideals. It is used to both inform and guide the decisions and behaviors of the people inside the organization and signal to external stakeholders what's important to the company. A values statement should be memorable, actionable and timeless. The format of the values statement depends on the organizations; some organizations use one, two or three words to describe their core values while others provide a short phrase.

5. NGO : Globe Saviours : Save our Globe :-

Vision Statement : We aspire for a better future in which people live in harmony with nature.

Mission Statement : We work for the overall welfare of nature by keeping it clean, by reducing waste (including e-waste), reusing and recycling resources and products and by conserving soil and water to save our Earth from extinction.

Value Statement :

1. Nature love.
2. Transparency and Accountability.
3. Culture And Creativity.
4. Team Work.
5. Hopeful and Courageous.

Aims and Objectives :

1. Clean and Green Environment.
2. Efficient management of e-waste.
3. Awareness among young learners.
4. Increment of organic content in cultivable soil.

6. **Branding :** Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds.

Types of Branding

15

Corporate branding: Company's name is used as the product brand name. Products are marketed under the single brand name and it is also called *family branding or umbrella branding.*--*Tata*

Personal Branding: Successful and famous individuals and their careers are considered as brands. Sports persons, musicians, film stars etc. promote the products in their names.--*Virat Kohli* for Puma, *Salman Khan* and *Being Human*.

Ingredient Branding: Branding one component of a product to project performance and quality.--*Intel inside*

Community Branding: Organisations take care of an entire community. Helping challenged groups, supporting the elderly, education. Organisation joins hand to take care of them.-- Harley owner's group. I

Types of Branding

15

Co-Branding: Two or more brands are promoted together. One-stop shop for two brands. --*Uber* and *Spotify*- Through this partnership, *Uber* proves to be different from other cabs and *Spotify* gives its subscribers one new area to use its product.

Cultural Branding: Promises the workers about positive changes in the work environment.-- Apple, Apple promotes a humanistic corporate culture and a strong ethic which supports good causes.

Rebranding: Designing a new symbol or logo to an existing brand to create a differentiation. repositioning the brand or company's name. Old Spice-- Earlier was meant for older generation, then a series of Ad films featuring athlete *Isaiah Mustafa*, the product was rebranded as one for the younger generation..

From purpose to beneficence"-- Philip Kotler

<http://www.marketingjournal.org/brand-purpose-to-beneficence-philip-kotler/>

7. Top tips for Effective Presentation :

a. Show your Passion and Connect with your Audience :

It's hard to be relaxed and be yourself when you're nervous. But time and again, the great presenters say that the most important thing is to connect with your audience, and the best way to do that is to let your passion for the subject shine through. Be honest with the audience about what is important to you and why it matters. Be enthusiastic and honest, and the audience will respond.

b. Focus on your Audience's Needs :

Your presentation needs to be built around what your audience is going to get out of the presentation. As you prepare the presentation, you always need to bear in mind what the audience needs and wants to know, not what you can tell them. While you're giving the presentation, you also need to remain focused on your audience's response, and react to that. You need to make it easy for your audience to understand and respond.

c. Keep it Simple: Concentrate on your Core Message :

When planning your presentation, you should always keep in mind the question: What is the key message (or three key points) for my audience to take away. You should be able to communicate that key message very briefly.

Some experts recommend a 30-second ‘elevator summary’, others that you can write it on the back of a business card, or say it in no more than 15 words. Whichever rule you choose, the important thing is to keep your core message focused and brief. And if what you are planning to say doesn’t contribute to that core message, don’t say it.

d. Smile and Make Eye Contact with your Audience :

This sounds very easy, but a surprisingly large number of presenters fail to do it.

If you smile and make eye contact, you are building rapport, which helps the audience to connect with you and your subject. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people. To help you with this, make sure that you don’t turn down all

the lights so that only the slide screen is visible. Your audience needs to see you as well as your slides.

e. Start Strongly :

The beginning of your presentation is crucial. You need to grab your audience's attention and hold it. They will give you a few minutes' grace in which to entertain them, before they start to switch off if you're dull. So don't waste that on explaining who you are. Start by entertaining them. Try a story (see tip 7 below), or an attention-grabbing (but useful) image on a slide.

f. Remember the 10-20-30 Rule for Slideshows :

This is a tip from Guy Kawasaki of Apple. He suggests that slideshows should:

1. Contain no more than 10 slides;
2. Last no more than 20 minutes; and
3. Use a font size of no less than 30 points.

g. Tell Stories :

Human beings are programmed to respond to stories.

Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is

more likely to engage and to remember your points afterwards. It is a good idea to start with a story, but there is a wider point too: you need your presentation to act like a story.

h. Use your Voice Effectively :

The spoken word is actually a pretty inefficient means of communication, because it uses only one of your audience's five senses. That's why presenters tend to use visual aids, too. But you can help to make the spoken word better by using your voice effectively. Varying the speed at which you talk, and emphasising changes in pitch and tone all help to make your voice more interesting and hold your audience's attention.

i. Use your Body Too :

It has been estimated that more than three quarters of communication is non-verbal.

That means that as well as your tone of voice, your body language is crucial to getting your message across. Make sure that you are giving the right messages: body language to avoid includes crossed arms, hands held behind your back or in your pockets, and pacing the stage.

Make your gestures open and confident, and move naturally around the stage, and among the audience too, if possible.

j. Relax, Breathe and Enjoy :

If you find presenting difficult, it can be hard to be calm and relaxed about doing it.

One option is to start by concentrating on your breathing. Slow it down, and make sure that you're breathing fully. Make sure that you continue to pause for breath occasionally during your presentation too.

8. What is scanning?

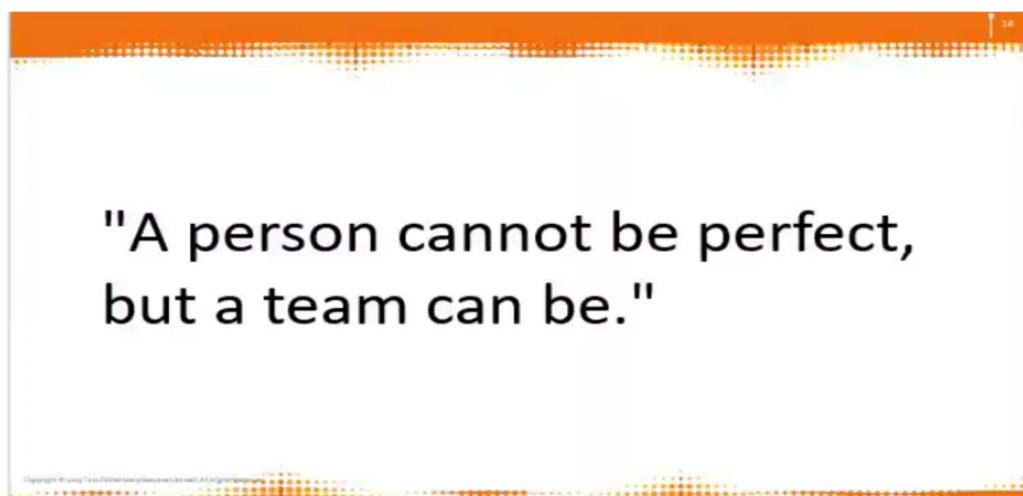
Scanning is a technique to trigger and extract key information and ideas such as names, numbers, specific facts. Scanning involves moving your eyes quickly down the page, identifying specific words and phrases to find a particular answer or grasp the basic main idea. You can also use it to determine whether a new resource will answer your questions or not. This activity probably takes about 5-10 minutes.

9. What is skimming?

Skimming will focus on understanding the main idea and concept. It works best with non-fiction material. You won't read anything. You read only what is important to you. You may stop for interesting facts but then quickly continue to skim the book. Skimming is like browsing a new travel book or moving your finger over a map of a city you wish to travel to.

Unit 3

- 1. 3 A's – Aware, Amplify and Articulate.**
- 2. TEAM – Together Everyone Achieves More.**

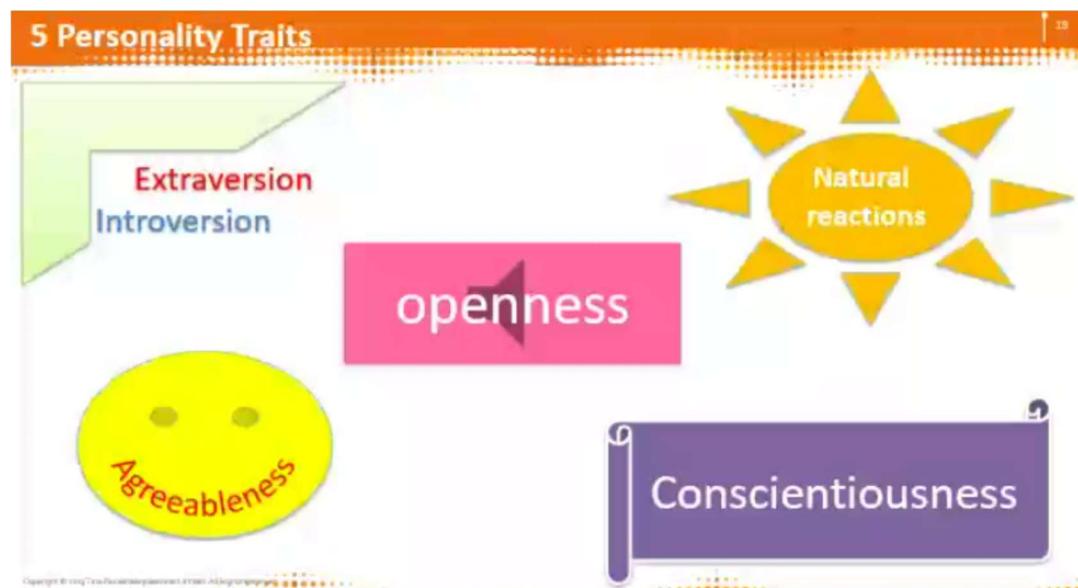


3. Belbin's 9 Team roles :

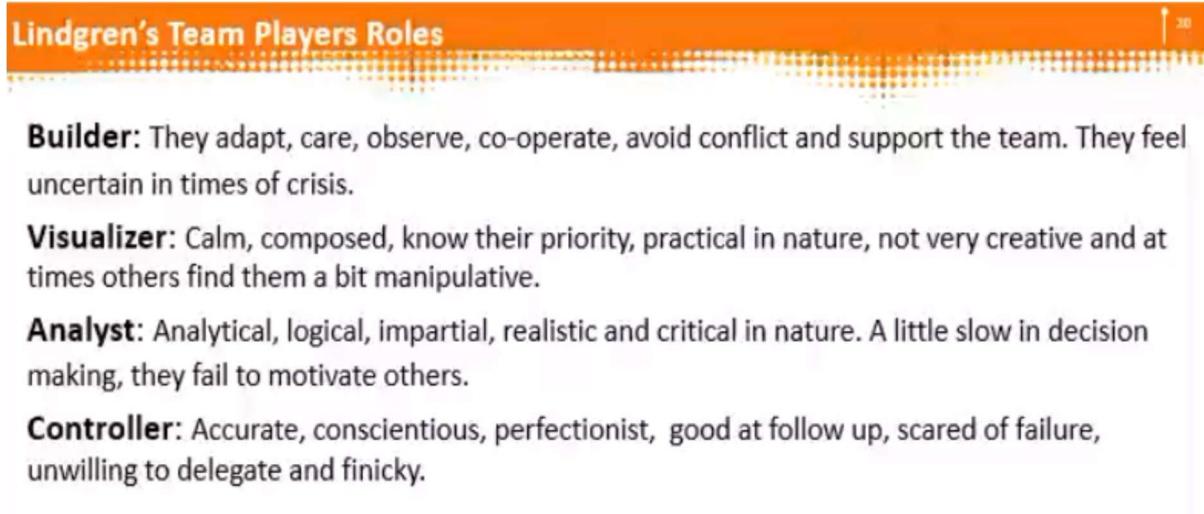
ROLES	TEAM ROLES	STRENGTHS	ALLOWABLE WEAKNESSES
Action oriented	Shaper		
	Implementer	Disciplined, Task focused, practical and somewhat conservative, Executer.	At times inflexible, thinks a lot before taking action, does not prefer to think out of the box
	Completer / Finisher	Keen eye for detail, perfectionist.	Nit picker, anxious, hesitates to delegate
People Oriented	Co-ordinator	clarifies, summarizes, utilizes full potential of people	Delegates more, at times manipulates
	Team worker	Sensitive, helpful, balances and accommodates.	Avoids confrontations, can not handle critical situations adeptly
	Resource Investigator	Open minded, cheerful, excellent networker, adventurous, loves to try new ideas	At times, over enthusiastic, might give up before completion, not tenacious
Cerebral	Plant	Creative, does not like confinement, not very practical, innovative	At times unrealistic and impractical
	Monitor / Evaluator	Analytical and thoughtful, evaluates critically	At times, very critical and passive
	Specialist	Knowledge and skills bank of the team, consultant	Isolated, not connected with the team

4. Dr. Meredith Belbin and R. Lindgren Big – 5

Personality traits :



5. Lindgren's Team Player roles :



Lindgren's Team Players Roles

23

Organizer: Disciplined and effective, practical and loyal, extremely organized. Not flexible and lacks the spirit of adventure.

Guide: Challenges openly, believes in competition and is target driven. Impatient and hard task master.

Networker: Outgoing, enterprising, curious, looks for opportunities, impulsive and loses interest rather quickly.

Innovator: Creative and innovative, high on knowledge and intellect, thinks out-of-the box. Overlooks practical details, is forgetful and lives in a world of imagination.

Inside Out

24

Hariappa is an Innovator. Innovators are very intelligent and they tend to think out of the box. They are creative people but not great executors. Whenever the team faces a hurdle, they are the ones who come up with new and innovative ideas. They never limit their thoughts and ideas.



Asif is a Networker. Almost everyone in the team is fond of a networker. They are extroverted and gregarious people, enthusiastic about new initiatives. They enjoy connecting with external resources. Their personal connect with people ensures smooth execution of work. They lack creativity, but they appreciate new ideas and innovation.

Copyright © 2014 "Team Player Theory Simplified" by Niveditha Dinesh and S. S. Venkatesh

Inside Out

25

Kevin is a **Visualiser**. Visualiers are best suited to lead the team even though they are not the team leaders. Calm and controlled, they are the unspoken leaders who front-end many initiatives.



Roshenara is a Guide. Guides are outgoing and high on emotional intelligence. However they display nervous energy and get frustrated rather quickly. They try and establish a pattern in discussions, weave ideas and objectives together keeping in mind the common objective of the team. They mediate in case of any dispute, guide the workflow and remove any impediment that comes in between the target and the team.

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Inside Out

26

Sandeep is a **Builder**. Builders are very sensitive people who are aware of the worries and requirements of all team members. They can accurately feel the undercurrents in the team and can always forecast if there is any concern regarding the interpersonal dynamics in the team. They themselves do the work and participate in delivery ad execution. They are supportive, sensitive and non-competitive by nature.



Indrabathi is an Organizer. Organizers are able to break down the task into smaller achievable tasks. This helps the team members to clearly identify the objectives and work towards achieving them. Any team member who is confused with the task usually approaches the organizers for clarity. They are dutiful, conservative and never ignore the tasks which other people might leave thinking it to be boring.

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Prashanth is an Analyst. Analysts are very intelligent, serious and a bit dispassionate. They evaluate every idea analytically putting aside the creativity. They help the team to take best decision and choose the correct path of action on the basis of their analytical insights.

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Andrea is a Controller. Controllers feel assured only after checking every detail personally. They ensure that every minute aspect is handled flawlessly. Being perfectionists themselves they make it a point to see that the team works according to the schedule. They are quality controllers and their presence in the team helps the team to check details and drive people to complete work within the deadline.

Unit 4

- 1. Diversity :** It means understanding that each individual is unique, and recognizing our individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies.
- 2. Inclusion :** Inclusion is seen as a universal human right. The aim of inclusion is to embrace all people irrespective of race, gender, disability, medical or other need. It is about giving equal access and opportunities and getting rid of discrimination and intolerance (removal of barriers). It affects all aspects of public life.
- 3. Ethics :** Ethics is a branch of philosophy that involves systemizing, defending and recommending concepts of right and wrong behaviour.

4. Morality : Morality can be a body standards or principles derived from a code of conduct from a particular philosophy, religion or culture or it can derive from a standard that a person believes.

5. Importance of Diversity and Inclusion : It is important to hire people from all backgrounds as everyone has different skills that they can provide and help to enhance a business. By having an inclusive and diverse environment, this allows more wider perspectives to be integrated when brainstorming, problem solving and developing new ideas in business.

6. Importance of Ethics and Morality :

ETHICS

- Being ethical can help you to become a better human being.
- Ethics relates to established standards of right and wrong, usually created by society.
- Ethics does not mean mere conformity to societal norms.
- Personal enrichment and growth depend on the ability to redefine ethical values as we grow older.
- Being ethical means refraining from theft, robbery, harming other people who do not harm you.

Moral values pave the path for all their decisions in life, as without these values, children do not have any guidance and their life may seem directionless. In order to be accepted and respected by society, parents and caregivers should make sure of imbuing these strong moral values in children as a lifestyle itself.

7. “The fish and I” by Babak Habibifar”.

