

# Business Communication

## BCA (I<sup>st</sup> Semester)



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# SYLLABUS (PART-I)

## UNIT-I: Means of Communication:

Meaning and Definition – Process – Functions – Objectives – Importance – Essentials of good communication – Communication barriers, 7C's of Communication

## UNIT-II: Types of Communication:

### Oral Communication:

Meaning, nature and scope – Principle of effective oral communication – Techniques of effective speech –Media of oral communication (Face-to-face conversation – Teleconferences – Press Conference –Demonstration – Radio Recording – Dictaphone – Meetings – Rumour – Demonstration and Dramatisation –Public address system – Grapevine – Group Discussion – Oral report – Closed circuit TV). The art of listening –Principles of good listening.

## UNIT-III

Written Communication Purpose of writing, Clarity in Writing, Principle of Effective writing, Writing Techniques, Electronic Writing Process.

# SYLLABUS(PART-II)

## UNIT-IV

### Business Letters & Reports:

Need and functions of business letters – Planning & layout of business letter – Kinds of business letters – Essentials of effective correspondence, Purpose, Kind and Objective of Reports, Writing Reports.

## UNIT-V

### Drafting of business letters:

Enquiries and replies – Placing and fulfilling orders – Complaints and follow-up Sales letters – Circular letters  
Application for employment and resume

## UNIT-VI

### Information Technology for Communication:

Word Processor – Telex – Facsimile(Fax) – E-mail – Voice mail –Internet – Multimedia – Teleconferencing – Mobile Phone Conversation – Video Conferencing –SMS – Telephone Answering Machine – Advantages and limitations of these types of communication.

Topics Prescribed for workshop/skill lab

Group Discussion, Mock Interview, Decision Making in a Group

# Module - I

Communication Process Model

Formal Communication

Informal Communication

Objectives of Communication

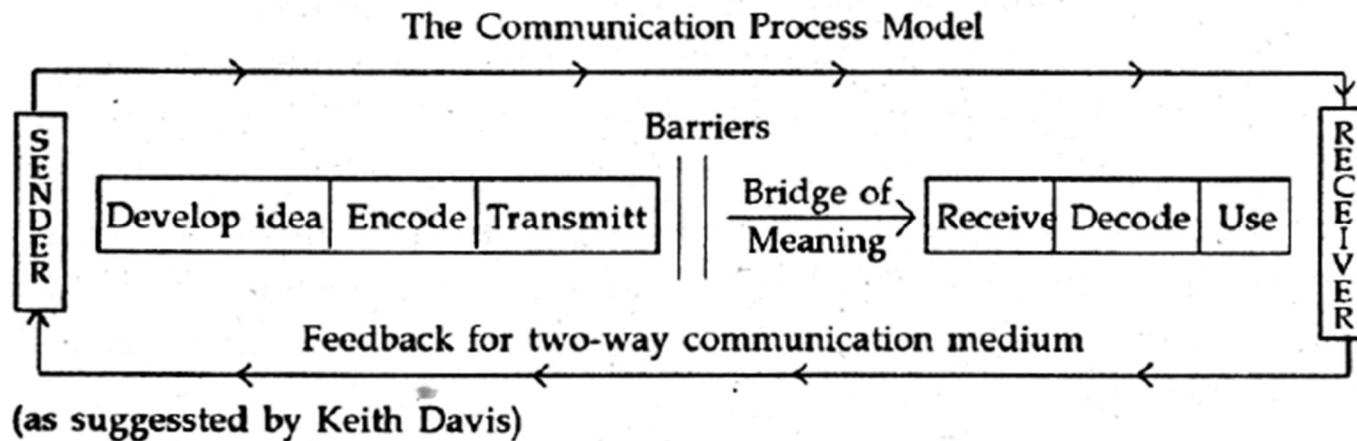
Essentials of Communication

Barriers of Communication

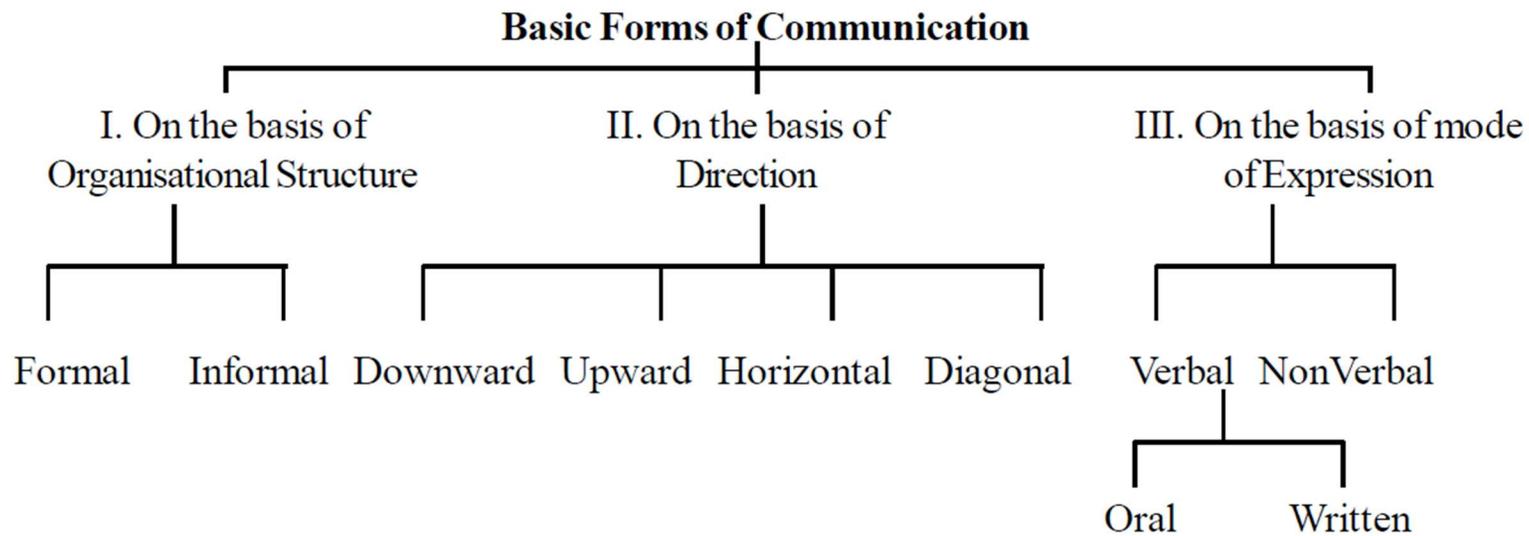
7C's of Communication

- ▶ Communication is simply the act of transferring information from one place, person or group to another.
- ▶ Every communication involves (at least) one sender, a message and a recipient.
- ▶ The sender 'encodes' the message, usually in a mixture of words and non-verbal communication. It is transmitted in some way (for example, in speech or writing), and the recipient 'decodes' it.

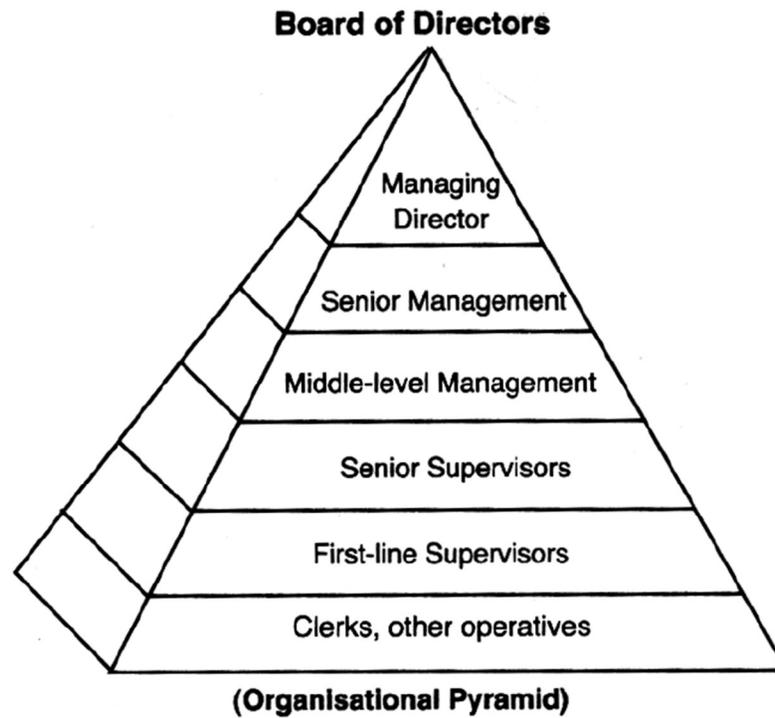
# The Communication Process Model



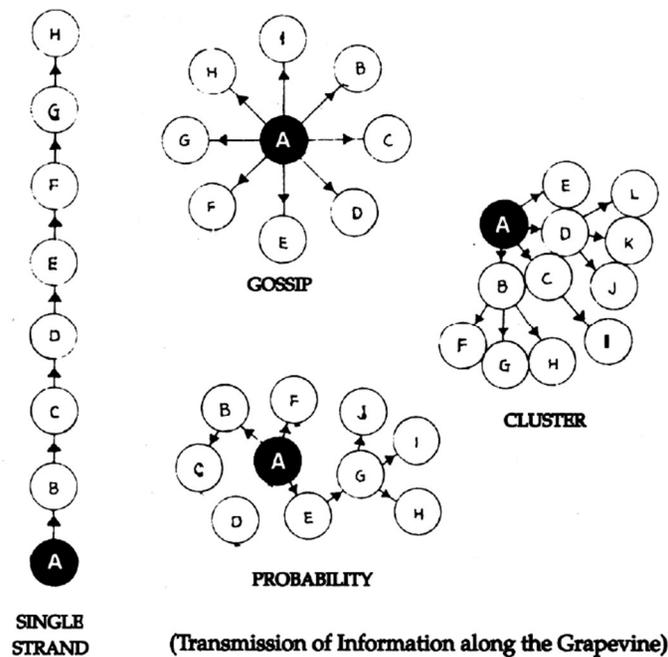
**Forms of Communication:** Communication implies exchange of information. It may be in various forms, it may be classified on the following basis-



**Formal Communication** : Formal communication is a flow of information through formally established channels in an organization. It is mainly controlled by managers or people occupying higher position in an organization.



**Informal Communication:** Informal Communication refers to communication on the basis of personal relations. It is unstructured, unofficial and unplanned. It does not follow the formal channels established by the management, it often flows between friends and intimates and related with personal rather than 'positional' matters. It cannot be demonstrated on chart and not regulated by formal rules and procedure. It is also referred to grape wine communication. Grape wine communication carries unofficial information. It is not a reliable source of communication.



## **OBJECTIVES OF COMMUNICATION**

1. Stronger Decision Making: *Your ability to communicate effectively increases productivity , both yours and your organization.*
2. Increased Productivity: *With good communication skills , you can anticipate problems , make decisions , co-ordinate work flow , supervise others , develop relationships and promote products and services.*
3. Steadier Work Flow: *Communication acts as tool for the effective work related flow of information.*
4. To give and Receive Information: *Communication's main idea is to give and receive information because managers need complete , accurate and precise information to plan and organize employee need it to translate planning in to reality. Information will cover all aspects of the business.*
5. To provide Counselling: *Counseling is given to solve employees mental stress and improve the employees productivity.*

## Essentials of Communications

- 1. Listening:** One of the most important aspects of effective communication is being a good listener.
- 2. Non-Verbal Communication:** Body language is an important communication tool. It is just as important that you recognize the non-verbal signals being displayed by the other person. These signals will give you an insight into how that person is feeling.
- 3. Be Clear and Be Concise:** Convey your message using as few words as possible. Whether in person, via telephone, or email, convey your message clearly, concise and direct.
- 4. Be Personable:** When communicating face to face with someone, use a friendly tone with a simple smile, and ask a personal question. These things encourage the other person to engage in honest, open communication.
- 5. Be Confident:** Confidence underpins all effective communication. Other people will believe you will do as you say if you sound confident.
- 6. Empathy:** Empathy is the skill of being able to understand and share the feelings of another person. Even if don't agree with the person you're communicating with, it's very important that you understand and respect their view.
- 7. Give and Receive Feedback:** Giving and receiving appropriate feedback is an essential communication skill, particularly for those of us whose roles include managing other people. Providing constructive feedback, as well as giving someone praise, can greatly increase motivation and build morale.

## **Barriers To Effective Communication**

The process of communication has multiple barriers. The intended communicate will often be disturbed and distorted leading to a condition of misunderstanding and failure of communication. The Barriers to effective communication could be of many types like linguistic, psychological, emotional, physical, and cultural etc.

**Linguistic Barriers :** The language barrier is one of the main barriers that limit effective communication. Language is the most commonly employed tool of communication. The fact that each major region has its own language is one of the Barriers to effective communication.

**Psychological Barriers :** There are various mental and psychological issues that may be barriers to effective communication. Some people have stage fear, speech disorders, phobia, depression etc. All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.

**Emotional Barriers :** The emotional IQ of a person determines the ease and comfort with which they can communicate. A person who is emotionally mature will be able to communicate effectively. On the other hand, people who let their emotions take over will face certain difficulties.

**Physical Barriers :** They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins, etc.

**Cultural Barriers :** As the world is getting more and more globalized, any large office may have people from several parts of the world. Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behaviour will change drastically from one culture to another.

# The seven Cs of Communication

According to the seven Cs, communication needs to be: clear, concise, concrete, correct, coherent, complete and courteous.

- 1. Clear:** When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either.
- 2. Concise:** When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three.
- 3. Concrete:** When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laser-like focus. Your message is solid.
- 4. Correct:** When your communication is correct, it fits your audience. And correct communication is also error-free communication.
- 5. Coherent:** When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.
- 6. Complete:** In a complete message, the audience has everything they need to be informed and, if applicable, take action.
- 7. Courteous:** Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

# Exercise

- Q. 1 What is meant by communication? Explain its objectives.
- Q. 2 Explain basic forms of communication? Explain its functions.
- Q. 3 “The objectives of communication are many and varied” Discuss.
- Q. 4 Give the distinct features of communication.
- Q. 5 Management is the art of getting things done through others. What role does communication play in this?
- Q. 6 Write a note on the nature and scope of communication.
- Q. 7 “Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.” Explain.
- Q. 8 Write notes on the following:-
- (i) Non verbal communication.
  - (ii) Upward communication.
  - (iii) Horizontal communication.
- Q. 9 Comment on the following statements:-
- (a) “Communication is the process of achieving ‘Common understanding’”.
  - (b) “The first executive function is to develop and maintaining system of communication.”

# References

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- 7) Communicate to Win – Richard Denny – Kogan Page India Private Limited, New Delhi.
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- 10) Creating a Successful CV –Simon Howard – Dorling Kindersley.

# Declaration

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THANK YOU!!!