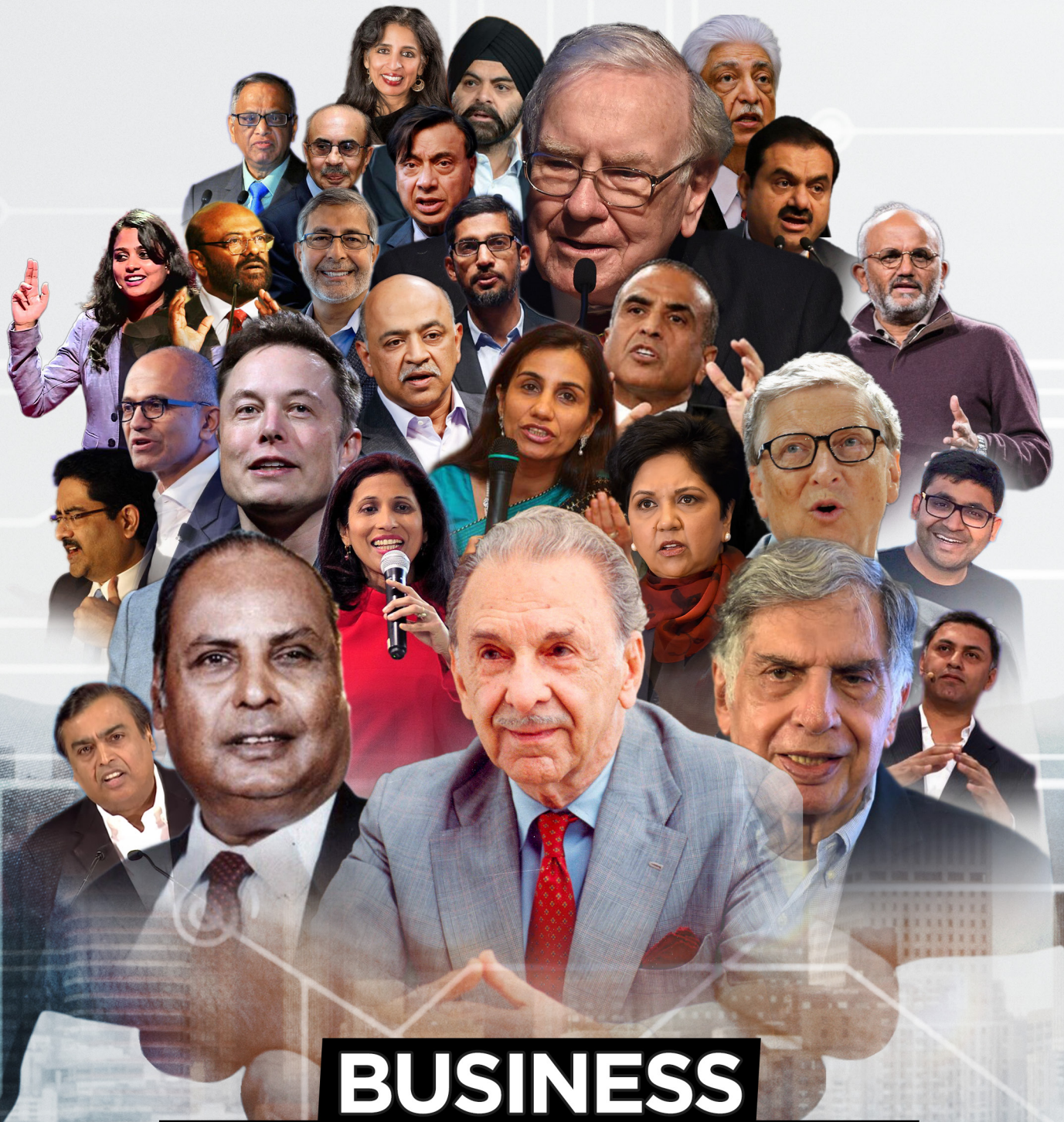




**CDOE**  
CENTER FOR DISTANCE AND ONLINE EDUCATION




MBA


# **BUSINESS COMMUNICATION SKILLS**





## How to Use Self-Learning Material?


The pedagogy used to design this course is to enable the student to assimilate the concepts with ease. The course is divided into modules. Each module is categorically divided into units or chapters. Each unit has the following elements:


 **Table of Contents:** Each unit has a well-defined table of contents. *For example: “1.1.1. (a)” should be read as “Module 1. Unit 1. Topic 1. (Sub-topic a)” and 1.2.3. (iii) should be read as “Module 1. Unit 2. Topic 3. (Sub-topic iii).*


 **Aim:** It refers to the overall goal that can be achieved by going through the unit.


 **Instructional Objectives:** These are behavioural objectives that describe intended learning and define what the unit intends to deliver.


 **Learning Outcomes:** These are demonstrations of the learner’s skills and experience sequences in learning, and refer to what you will be able to accomplish after going through the unit.


 **Self-Assessment Questions:** These include a set of multiple-choice questions to be answered at the end of each topic.


 **Did You Know?:** You will learn some interesting facts about a topic that will help you improve your knowledge. A unit can also contain Quiz, Case Study, Critical Learning Exercises, etc., as metacognitive scaffold for learning.

 **Summary:** This includes brief statements or restatements of the main points of unit and summing up of the knowledge chunks in the unit.

 **Activity:** It actively involves you through various assignments related to direct application of the knowledge gained from the unit. Activities can be both online and offline.

 **Bibliography:** This is a list of books and articles written by a particular author on a particular subject referring to the unit’s content.

 **e-References:** This is a list of online resources, including academic e-Books and journal articles that provide reliable and accurate information on any topic.

 **Video Links:** It has links to online videos that help you understand concepts from a variety of online resources.

## Author's Profile

**M Raddha Krishnan** is a Postgraduate in English & Comparative Literature from Central University of Kerala. He was an English lecturer, Soft-Skills Trainer, and Communication Skills Trainer. He is a well-versed verbal translator. He worked with the Publishing Companies in the editing department and performed duties in the roles of proof-reader and language editor.

He started his career as an English teacher and taught English for Higher Secondary grade students. He is also an enthusiastic Soft-Skills and Communication Skills trainer and trained thousands of technical graduate students in enhancing their employability skills across several colleges of AP and Telangana. He is a persistent learner and a creative content writer. At present, he is associated with KL (Deemed to be University) in the position of Content Writer and comes with this course the Business Communication Skills.

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# BUSINESS COMMUNICATION SKILLS

## Course Description

Globalisation enables the people of various nations to work under one roof. It enhances the extent of Trade and Commerce of multi-nations. It coordinates and enhances the collaboration of nations and their relations among other nations. Obviously, the need for communication plays a very predominant role. People who represent various business organisations viz. managers, Chief Executive Officers, Chief Finance Officers, and other top-level decision-makers need to coordinate communication, within the firm and with other firms and counterparts of other nations. The intended objective of communication could be achieved with effective involvement and assertiveness of the communicator.

The role of communication is exceptional in our everyday life; it is as needed as food to survival. Every human being partakes in communication in all walks of life; it is also an essential need of the day. To meet the needs, individuals communicate, they communicate their needs, feelings, emotions, thoughts, and ideas. An infant conveys his or her hunger in the form of crying, and it is conveyed to the receiver i.e., mother or other caretakers. Likewise, at various levels we all do communicate.

Whatever is conveyed must be delivered, the intentions of the sender must reach the receiver, that is core for making the communication effective. Ineffective communication cannot meet the requirements. Meeting the objectives of communication is very predominant and it also determines the standards of leaders and managers of organisations. All that could be done and practiced only with effective communication.

Building strong relationships determines one's communication skills and public relations. Communication skills and coordinating skills of an individual make him a good friend, spouse, Neighbour, colleague, and fellow being, and wins every situation and paws the path like a bed of roses. That is about the affairs of an individual. When it comes to representatives, i.e., either an administrator, or a manager, or a public representative, one needs influential communication skills. Because here, need does not constrain to an individual objective, it is much broader than that. Indeed, words must do marvelous miracles.

Communication within an organisation must reach all the people who are associated with the organisation. The prime idea of communication must be able to convey its core sense to all its employees alike and imprinted in their minds, which would work for the common objective of all the associates of the organisation and reaches the destined destiny. Besides intra-communication of organisation, inter-communication of organisation also plays a crucial part in the success of business organizations. Dynamic entrepreneurship establishes efficient edifice of magnanimous discourses. That dynamism of management plays a vital role in the success of any organisation. All that can be possible only with the art of communication. Possessing effective communication skills makes the leaders and managers dynamic and gives special recognition among the others of the class.

This course ‘**Business Communication Skills**’ aims to provide required knowledge and essential skill set for Professional graduates, prospective managers, future business tycoons, and leaders of trade and commerce of tomorrow. It describes and explores the importance of effective communication theoretically with practical examples. It enriches the knowledge about professional etiquette and enhances the scope of employability.

**Business Communication Skills** contains **five modules**.

### **Module 1**

#### **Foundations of Professional Communication**

**Unit 1.1** Foundations of Professional Communication

**Unit 1.2** Communication Elements, Process, and Channels

**Unit 1.3** Importance of Communication Skills for Managers

### **Module 2**

#### **Modes of Effective Communication**

##### **Modes of Communication**

**Unit 2.1** Verbal and Non-Verbal Communication and Principles of Non-Verbal Communication.

**Unit 2.2** Professional Communication in Digital, Social, Mobile world.

### **Module 3**

#### **Effective Public Speaking Skills**

**Unit 3.1** Characteristics of Effective Speech.

**Unit 3.2** Importance of Body Language, Eye Contact, and Facial Expressions.

**Unit 3.3** Fore-ground Preparation, Self-observation, and Self-Analysis.

### **Module 4**

#### **Professional Writing Skills**

##### **Professional Writing**

**Unit 4.1** Writing and Delivering attractive Business Presentations.

**Unit 4.2** Application of three step writing process in making messages.

**Unit 4.3** Professional Communication in Digital, Social, Mobile world.

### **Module 5**

#### **Job Interview Preparation**

**Unit 5.1** Resume Writing, choosing the job and sending Job Applications.

**Unit 5.2** Preparation of Video Resume.

**Unit 5.3** Business Etiquette, Challenge in a Diverse, Global Market Place.

## Table of Contents

### **MODULE 1**

#### **Foundations of Professional Communication**

- Unit 1.1** Foundations of Professional Communication.
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  - Unit 1.3** Importance of Communication Skills for Managers
- 

### **MODULE 2**

#### **Modes of Communication**

- Unit 2.1** Verbal and Non-Verbal Communication and Principles of Non-Verbal Communication.
  - Unit 2.2** Professional Communication in Digital, Social, Mobile world.
- 

### **MODULE 3**

#### **Effective Public Speaking**

- Unit 3.1** Characteristics of Effective Speech.
  - Unit 3.2** Importance of Body Language, Eye Contact, and Facial Expressions.
  - Unit 3.3** Fore-ground Preparation, Self-observation, and Self-Analysis.
- 

### **MODULE 4**

#### **Professional Writing**

- Unit 4.1** Writing and Delivering attractive Business Presentations.
  - Unit 4.2** Application of the three-step writing process in composing. messages
  - Unit 4.3** Professional Communication in Digital, Social, Mobile world.
- 

### **MODULE 5**

#### **Job Interview Preparation**

- Unit 5.1** Resume Writing, choosing the job and sending Job Applications.
  - Unit 5.2** Preparation of Video Resume.
  - Unit 5.3** Business Etiquette, Challenge in a Diverse, Global Marketplace.
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## **Business Communication Skills**

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### **MODULE - I**

# **FOUNDATIONS OF PROFESSIONAL COMMUNICATION**

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## MODULE 1

# Foundations of Professional Communication

### Module Description

Communication is a part of our life. The role of communication in leading a contented life is phenomenal. Not even a single day goes without communicating with others. As man is a social animal, he always needs to associate with other fellow beings for getting through the usual days smoothly. The way of speaking of a person makes him a friend or a foe. Words have the capacity to determine the destiny of an individual. Conscious usage of words strengthens the standards of one's identity in the society.

Based on the capacity of establishment, every business enterprise associates with individuals, associations, other commercial enterprises, buyers, sellers, and consumers. To acquire the common accord with all, the association needs exceptional administrative and communication skills. This Module attempts to bring forth the need for accumulating command over Professional Communication skills.

**Unit 1.1** Introduction and Significance of Business Communication

**Unit 1.2** Communication Elements, Process, and Channels

**Unit 1.3** Importance of Communication Skills for Managers



## Unit Table of Contents

### Unit 1.1

#### **Introduction and Significance of Business Communication**

Aim

Instructional Objectives

Learning Outcomes

#### 1.1.1 Introduction of Business Communication

Self-Assessment Questions

#### 1.1.2 The Art of Listening

A Brief Story

Self-Assessment Questions

#### 1.1.3 Speech; an Undecorated ornament

Self-Assessment Questions

Summary

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Answer Keys

Activities

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## **AIM**

Aim of this Unit is to facilitate the broader view about the significance of Communication skills to Professional Graduates.



## **INSTRUCTIONAL OBJECTIVES**

After completing this Unit, you should be able to

1. Perceive the importance of Communication Skills.
2. Comprehend the strategies for obtaining professional communication skills.
3. Acquire command over thoughts and words you use.



## **LEARNING OUTCOMES**

At the end of the unit, you are expected to

1. Discern the role of communication skills in professional life
2. Communicate efficiently in your everyday life
3. Acquire knowledge about Professional Communication
4. Enrich personal confidence

## **Introduction**

Exchanging ideas, thoughts, feelings, emotions, and information in spoken, written, or some other modes of transmission from one person to another person is called communication. For one or many purposes we communicate as human beings. Mutual dependency makes us social beings. All our everyday actions are linked with some direct or indirect association with other fellow beings. Amicable attitude, accessible behaviour, and candid presence of mind are three core attractions, which could make our things be done through others easily. Communication creates constructive careers.

## **Introduction to Business Communication Skills**

As we are the citizens of Globalisation, we can enjoy both natural and artificial resources of all the world. That could be available only through national and international Trade and Commerce. Either it is a perishable goods or non-perishable or manmade invention or human ideas or sources of nature or natural resources, all these could be made available to all the people through business. Not even a single nation could produce all these resources on their own. Mutual dependence of nations enables business.

The act of providing goods and services to the consumers for a price is called business. Business enables us to get all the available resources of the world within our reach. Based on the level and length of the entity, business is segregated into Solo Proprietorship, Partnership, Limited Liability Company, and Corporation. Manufacturers, distributors, buyers, sellers, whole sellers, and consumers are part of business. In all types of trade and commerce, all the process of business needs connection between various other parts of stakeholders. That connection is associated with communication. All the entities of the business plan their own targets and estimations for every fiscal year.

To meet the objective of communication, the communicator must do background work and put much effort into making communication effective. Place of communication, purpose of communication, and receiver of communication must be known before the initiation of the communication, and then the content of communication must be prepared and delivered accordingly. Effective communication must always convey the intended intentions. When communication has an association with business, it must be involved and effective. Top management of business organisations estimates the profits and targets for every fiscal year. As per the estimations, all the decision makers take the decisions, managers administer the decisions, and other employees implement the orders. Altogether, all associates work on the core idea of the organisation at various levels and junctures to fulfill the objective.

The importance of communication in professional life is phenomenal. An efficient manager must know the ways to get things done in all spheres and the emotional temperaments of the receiver. That begins at the initiation of the purpose of the communication. The communicator must be clear about the thoughts and ideas that he or she is going to convey. Later they must be assimilated and arranged to convey at various levels of correspondence of the message. While

conveying the message, the sender must think about the receiver. According to the receiver, the sender ought to adjust the content of the message and convey. Otherwise, the purpose of communication could not be fulfilled.

The message must not give any chance of misunderstandings and misinterpretations by the readers. No ambiguous words and sentences are supposed to be used while conveying the communication. Though the content of the sender seems perfect in the sender's perspective, it must not give any chance for misinterpretation. Sometimes, what is not being conveyed gives more information than what is being conveyed. No such scope for ambiguity must be given by the sender of the message. It takes immense involvement and consistent efforts to be an effective communicator. It is highly recommended that keen observation of speakers and concepts of communication, sensible adoption from them, practical implementations of observations and adoptions as per the requirement of the situation.



## Self-Assessment Questions

1. Can a nation exist without trade and commerce?
  - (a) Yes
  - (b) No
  
2. Use appropriate punctuation marks to make the following phrases sensible. **Hang him Not leave him**
  
3. Can good manners of speaking widen your community?
  - (a) Yes
  - (b) No
  
4. Can a confused mind communicate well?
  - (a) Yes
  - (b) No



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### 1.1.2 The Art of Listening

Listening is a primary aspect of effective communication. Usually, people tend to speak more than they listen. We all like to speak, sometimes we give in to an outburst of our emotions and feelings. We also often like to express everything that comes to our minds. But not all people around us want to listen. Speakers can be entertained only when there are good listeners. In the absence of listeners, no great speaker would have existed.

Listening is an art as well as a gift, not all people possess it. Besides understanding what is being spoken, it also gives the chance to know many new things. As it is said, while speaking, you speak what is known to you already. When you listen, you will get the chance to know something new. Symbolically, we have two ears to listen to and a tongue to speak. Pay utmost attention and be keen on the words that you listen to. The art of listening could be acquired through persistent practice of listening. Proper listening enhances thinking capabilities, improves knowledge, deepens analysing capacities, and strengthens the bond between the speaker and listener or listeners.

An infant learns the language through observation, that observation comes through listening. Later, that observation develops into understating and understanding leads to imitation. Imitation is the very basis for acquiring knowledge. Consciously and unconsciously, what you come across in your everyday life adds some knowledge to you. Knowingly or unknowingly, you use all that stuff your mind receives and stores. But all that happens without your attention and observation. What you are today is an accumulation of the stuff, people, situations, places, accidents, incidents, and all other unnoticed petty things you have come across till now, in your life.

If our unconscious observations and unknown things have that capacity and influence over our life, then think about the conscious capacity of our minds. Never listen to answer, always listen for the purpose of listening. If a person speaks to you, words do not come simply. Words of that person are also an accumulation of all his life experiences, that may not be applicable to the usual talk, but that can be known with deeper conversations.

If you want to know about the real freedom struggle of the nation, go and speak with the freedom warriors or, people from that era, practical witness and experience tell the truth than books about that history do. That is applicable to all people, all the time. Listening is one of the greatest attributes of human beings, that develops one's intellectual caliber. Most of the Medical practitioners, Psychologists, Advocates, Researchers, and Scientists are prone to be keen listeners. For instance, most of us visit medical practitioners for treatment; firstly, doctors remain quiet and try to pursue our health issues through our words; they pay attention and listen to the patient keenly. That gives confidence to the patient, and half of his issues sorted out there itself, as things matter psychologically, and that psychological stature pacifies greatly. Hence, we can state that listening attributes deepen thinking capabilities and enrich the intellectual quotient of an individual.

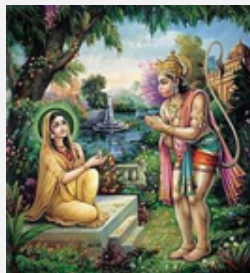


### A BRIEF STORY OF THE BEST COMMUNICATOR

We all know the Ramayana, written by Maharshi Valmiki. The epic has been segregated into seven parts; among those, the fifth part is called Sundara Kanda. The Sundara Kanda illuminates the personification of the greatest communicator of all time. During his journey to Lanka, Bhagavan Hanuman surpasses many obstacles. Immediately after approaching Lord Rama, Bhagavan Hanuman utters the following phrases.

#### **Dr̥ṣṭā sītā mama mātā draṣṭā sītā paripūta**

Bhagavan Hanuman does not greet Lord Rama; he does not even break into an outburst of sorrows and miseries of his journey. Instead, he says, “Have seen.” That mere phrase needs neither a prefix nor a suffix. Including Lord Rama, whoever is present there, knows what is seen. That phrase brings down all the anticipations and agony of all and fills them with joy. And later he continues “Sita mata.” The first phrase specifies his presence of mind, and the second phrase apprises his character. Bhagavan Hanuman is the epitome of all the greatest attributes including simplicity.



### Self-Assessment Questions

5. Can a bad-tempered person win friends?

- (a) Yes
- (b) No

6. Does the communicator need to adjust the message according to the receiver?

- (a) Yes
- (b) No

7. Can good manners of speaking widen your community?

- (a) Yes
- (b) No

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9. Does the proper way of listening involve patience?

- (a) Yes
- (b) No

### 1.1.3 Speech; an Undecorated Ornament

There are many species of organisms in our ecosystem. Among them, lakhs of varieties have already vanished, thousands of beings are on the verge of extinction. But, in human perception, human beings are considered as the superior beings of all, as they possess the faculty of speech. We are not certain about other creatures and their communication systems; we cannot determine whether the noises made by the animals are mediums of their communication or not. We cannot even think whether the plants and trees do 'communicate or not. We all enjoy the birds' chirping and melodious songs, and do not consider them as language or means of communication. Yet, we feel we are sophisticated creatures of all. The reason for that pride is the faculty of speech. That very potential makes us different from other living beings.

We all start using our vocal cords by uttering monosyllables. Gradually, the faculty of speech develops. Unconsciously, the process of learning and registering things starts at the infant stage. We take that for granted without any questions. In infancy, we observe conversations of our nearby associates, those conversations register in our minds. Those registered words and sentences come to our consciousness, and we tend to recollect and try to repeat them. Likewise, the habit of learning gets accustomed to human minds. The influence of our close associates and surroundings cannot be ignored. You are born and brought up and influenced by your native culture and people. Obviously, you lead a lifestyle that is close to your nativity and culture. If you are born and brought up in a very distant place from your nativity, then your upbringing would be close to the culture and language you are associated with. Foreign-born kids get accustomed to those cultures. It does not only constrain foreign-born kids, but it is also applicable to kids those are brought up away from their own cultural surroundings.

That unconscious process develops the habit of sensing the language. This is how we learn other languages with the help of our conscious capacity. This consciousness helps us in learning all things throughout life. And we speak languages, we enlighten ourselves, we invent better livelihoods, we discover some of the marvelous things of the universe, we travel across the continents by defying time zones. All these characteristics within us get rooted in our infancy. The propensity of observation and application of knowledge separates us from all the other creatures. The faculty of speech is one of them.

By uttering words, we express our needs, happiness, sorrow, and other feelings to our close associates. People of all ages, stages, and statures speak and express their internal feelings, emotions, ideas, and thoughts with others. Good manners of speaking make one a friend of all whereas ill-mannered people cannot cope with the society he or she is living in. Speech has the capacity to break all the barriers and borders. Cautious behavior, sensible attitude, and modest talk could attract all. The words that we use have both constructive and destructive capacities.

They build confidence and work like power boosters in a positive context. In a negative context they can harm a person greater than a sword or a bullet. The anguish that occurs in a person could kill the other by using a bullet or sword, but the raspy words we use could harm the other person till the death. Conscious regulation of words and word flow is needed for all the people to maintain decent candidature.

## **Analysis**

For every communication, there must be proper structure and planning, at the stage of initiation itself. Reasons and expectations for communication must be decided at the beginning. Language, content, context, place, time, mode of communication, and receiver of communication must be kept in mind and planned properly. The level of language and its usage should be monitored and regulated as per the need and receiver. The core objective of communication is conveying the message to the receiver, there lies the efficiency of the sender but not in making things complicated to the receiver. Proper planning and visualising the entire process of communication could make intentions realistic. Cristal clear analytical communication strategies cannot be confronted.

## **Comprehension**

Multifaceted perception of thinking and comprehension abilities keep an individual away from others. Every individual runs the life of both haps and mishaps. We all come across emotions and mood sways in our everyday lives. Those mood swings should not influence the way of disposing of our ideas or thoughts through our communication. Communication must be exceptionally clear and neat with a present sense of emotion, so that the pleasantness in projection of communication can create candid opinion in the minds of receiver. Usually, people always expect others to understand them, but they rarely do that first. Words have the capacity to bring down any rage or temperament. Understanding and analysing the situation and using sense and sensibility in solving would turn a foe into a friend. Such people would always be acclaimed and given the highest recognition among the community.

## **Building Associations**

As man is a social animal, he needs the collaboration of other fellow beings, without the cooperation of others, our lives would be miserable. It is always recommended to maintain a healthy, clean association with all the people we come across. Our words must amplify the bond between all our associates. That bond could always remain as our core strength in the society we are living in. Maintaining proper relationships creates an amicable atmosphere in our surroundings. Such healthy living conditions and working environment would always give us contentment and productivity, respectively.



## Building Team Spirit

A society or a community is a combination of various varieties of sects and people. When a group of people gather and collaborate for a purpose, obviously there would be a chance for misunderstandings. As all men do not possess all the attributes equally, it is quite common to come out with variations. Composition of synchronisation among people and bringing them on the common resonance in establishing the community objective keeps an individual ahead of the others. Effective team building capacity always brings success. It needs the investment of immense efforts in bringing out the desired input from each member of the team. Sometimes individually, sometimes collectively. Building trust among the team, clearing misunderstandings, and stimulating the team to work for the team would come with proper communication.



## Self-Assessment Questions

10. A clear and pure mind inserts clarity and purity in intentions and thoughts.
  - (a) True
  - (b) False
  
11. Abhiram is a manager, while conversing with his colleagues and subordinates he often retells what is being said by the other person. What does he do?
  - (a) Confirming what is being said
  - (b) Paraphrasing what is being said
  - (c) Expressing doubt
  - (d) None of the above
  
12. Sending greetings, wishes, congratulations, apologies are part of maintaining decorum and decency in both personal and professional life.
  - (a) Yes
  - (b) No
  
13. Argument wins the race but loses the person.
  - (a) True
  - (b) False
  
14. Possession of authority does not grant you degrading others or dehumanising others.
  - (a) Yes
  - (b) No



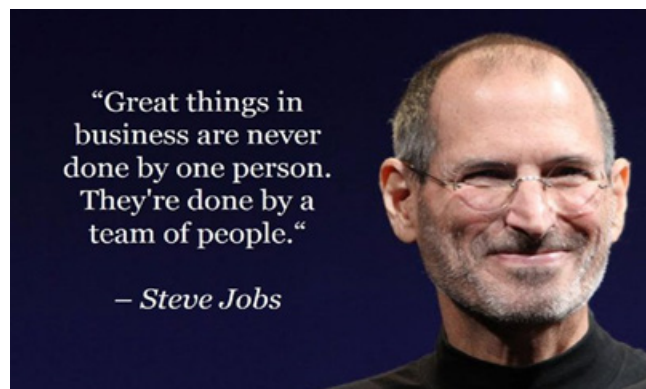
## Summary

- Communication is the very basis for the survival of human beings.
- A person with effective communication skills can survive everywhere.
- Effective Communication Skills paws bright careers.
- Listening is an important aspect that turns an individual into an intellectual.
- The faculty of speech is a blessing for mankind. People have death, but not for the words, they are eternal.
- Speaking of everlasting words empowers one's existence and identity.
- Multi-perspective observation and analysis could help you to enrich thinking capacities.
- The ability to understand from the receiver's perspective could increase your community.
- The ability to acquire all the required contributions from various individuals at the required time turns you into a leader.



## Definitions

- “The most important thing in communication is hearing what is not said”  
-- **Peter Drucker**.
- “Communication is the fuel that keeps your relationship burning, without it your relationship goes cold” -- **William Paisley**.
- “Communication is the real work of leadership” -- **Nitin Nohria**





## Terminal Questions

1. Illustrate the importance of communication for the survival of mankind.
2. Formulate the advantages of a good listener.
3. Compile a constructive conversation between two strangers.



## Activity

(Online)

For bettering your formal Communication Skills, occasionally Call Customer Care Executives of the products and services you use in your everyday life. And observe the way they listen to you and the way they answer your query. (Make sure that you have a genuine and valid query to seek their assistance.)

(Offline)

Imagine yourself as your best communicator or speaker of your notice and try to adopt the way of the usage of the language and style in your own way. (Make sure that it does not seem like imitation.)



## Answer Keys

### Self-Assessment Questions

| Question No: | Answers                  |
|--------------|--------------------------|
| 1            | B                        |
| 2            | Hang him not, leave him. |
| 3            | A                        |
| 4            | B                        |
| 5            | B                        |
| 6            | A                        |
| 7            | A                        |
| 8            | A                        |
| 9            | A                        |
| 10           | A                        |
| 11           | B                        |
| 12           | A                        |
| 13           | A                        |
| 14           | A                        |

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# BUSINESS COMMUNICATION SKILLS



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