

A

Seminar report

On

Business Communication

Submitted in partial fulfillment of the requirement for the award of degree
Of MBA

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Preface

I have made this report file on the topic **Business Communication**; I have tried my best to elucidate all the relevant detail to the topic to be included in the report. While in the beginning I have tried to give a general view about this topic.

My efforts and wholehearted co-corporation of each and everyone has ended on a successful note. I express my sincere gratitude towho assisting me throughout the preparation of this topic. I thank him for providing me the reinforcement, confidence and most importantly the track for the topic whenever I needed it.

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Acknowledgement

I would like to thank respected Mr..... and Mr.for giving me such a wonderful opportunity to expand my knowledge for my own branch and giving me guidelines to present a seminar report. It helped me a lot to realize of what we study for.

Secondly, I would like to thank my parents who patiently helped me as i went through my work and helped to modify and eliminate some of the irrelevant or un-necessary stuffs.

Thirdly, I would like to thank my friends who helped me to make my work more organized and well-stacked till the end.

Next, I would thank Microsoft for developing such a wonderful tool like MS Word. It helped my work a lot to remain error-free.

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Introduction to Business Communication

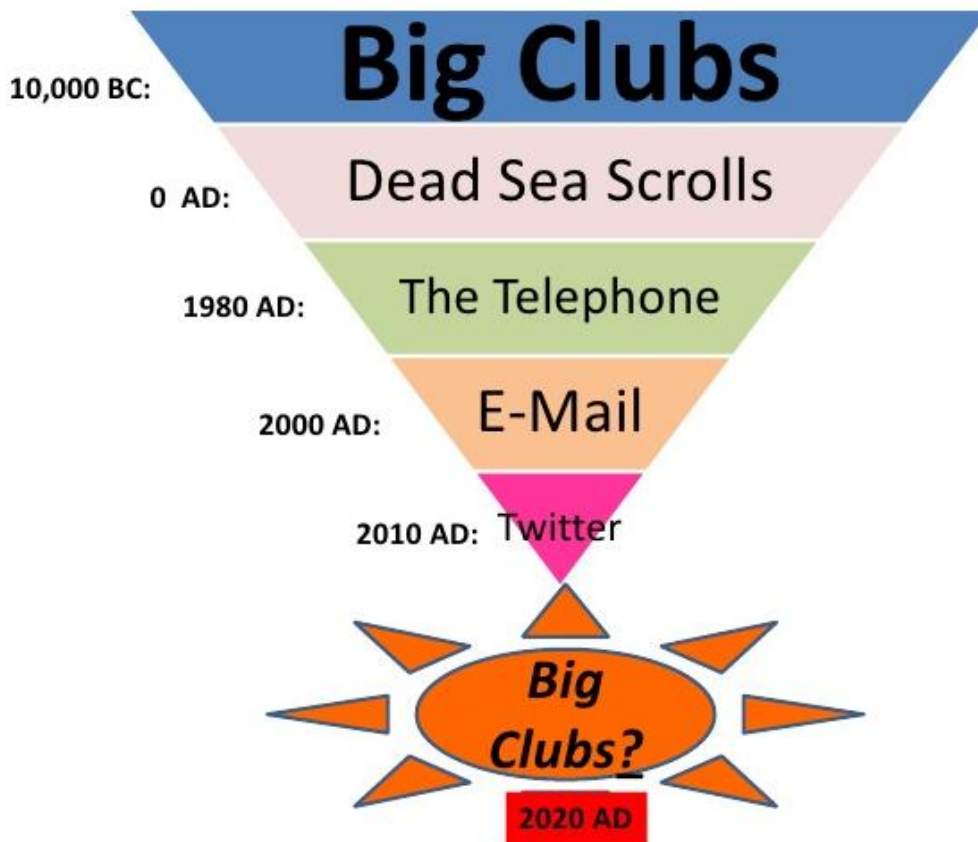
Upon completion of this study unit you will be able to:

1. Understand and know how to apply the principles which govern the transmission of information in business situations.
2. Be able to compose all common types of written communication in a clear, complete and correct way.
3. Understand the principles of communicating orally in an effective way.
4. Understand the importance of non-verbal signals in communication.
5. Understand how common barriers to successful communication arise, and how they can be overcome.
6. Understand the content of a passage of simple business information and know how to summarise it effectively.
7. Understand the role of computers and other modern communication technologies in business communication.
8. Understand common business and communications terms.

What is Business Communication?

Business communication is the sharing of information between people within an organization that is performed for the commercial benefit of the organization. It can also be defined as relaying of information within a business by its people.

A Brief History of Human Communication



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Characteristics of Communication

Two or more persons: The first important **characteristic of communication** is that there must be a minimum number of two persons because no single individual can have an exchange of ideas with himself. A listener is necessary to receive one's ideas. Therefore, there must be at least two persons-the sender of information and the receiver.

Main elements: Main elements are information, feelings, emotions, ideas and concepts.

Feedback: Feedback means response of the receiver. It means the receiver must understand the information to provide feedback.

Direct and Indirect Communication: It is not necessary in **communication** that the receiver and giver of information should be face-to-face with each other. **Communication** can be both direct and indirect. **Direct communication** means face-to-face conversation, while **indirect communication** is through other means.

Continuous Process: **Communication** is an endless process, as is the case with business where the manager continuously assigns work to his subordinates, tries to know the progress of the work and gives directions.

Use of Words as well as Symbols: There can be many means of **communication**, like the written, the oral and symbolic. The examples of **symbolic communication** are the ringing of bell for closing a school or a college, saying something by the movement of the neck, showing anger or disapproval through eyes, giving some decision by the raising of a finger in cricket, etc.

Components of Communication Process

Context: Communication is affected by the context in which it takes place. This context may be physical, social, chronological or cultural. Every **communication** proceeds with context. The sender chooses the message to communicate within a context.

Sender / Encoder: It is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response. For instance – a training manager conducting training for new batch of employees. Sender may be an individual or a group or an organization.

Message: It is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient. **Communication process** begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.

Channel: It means used to exchange / transmit the message. The sender must choose an appropriate medium or channel for transmitting the message else the message might not be conveyed to the desired recipients. The choice of appropriate **medium of communication** is essential for making the message effective and correctly interpreted by the recipient. This choice of **communication medium** varies depending upon the features of **communication**. For instance – Written medium is chosen when a message has to be conveyed to a small group of people, while an oral medium is chosen when spontaneous feedback is required from the recipient as misunderstandings are cleared then and there.

Recipient / Decoder: It is a person for whom the message is intended / aimed / targeted. The degree to which the decoder understands the message is dependent upon various factors such as knowledge of recipient, their responsiveness to the message, and the reliance of encoder on decoder.

Feedback: Feedback is the main component of **communication process** as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports, etc.

Business Communication Principles

Communication Details

Any form of communication requires a sender and a receiver. That's Communication 101. What is often not taught in communication classes, though, is that if the sender of the communication takes on the bulk of the responsibility for ensuring that communication will be effective, chances are it will be. The perspective that "they just didn't understand" is not an effective approach to take. When senders take on the responsibility for ensuring that their messages are effectively conveyed to their target audiences their chance of success is increased immeasurably.

Stated Purpose

People communicate all of the time whether they know it or not, through verbal and non-verbal channels. But when they plan for communication, they can increase the odds that business communications will be most effective. Before engaging in communication with an audience, regardless of its size, determine what the purpose of the communication will be. Is it to inform, to persuade, to sell, to influence? About what? Stating the business objective is a critical starting point.

Audience Needs

Business communicators always have an intended audience. Clearly defining that audience and knowing as much as possible about them, can help make communications most effective. Given the communication objective and the audience, what does the audience need to know? What objections or questions might the audience have? The answers to these questions can help the business communicator come up with key messages designed to bridge the gap between the communication objective and the audience's needs.

Multiple Channels

Advertisers have long measured recency, frequency and reach as components of effective advertising communication. Business communicators can take into account the same considerations as they work to communicate messages to key audiences. The broader the reach or distribution of the message, the more often the messages is sent and the more recently the receiver heard the message, the more likely it is to have made an impact. It's not enough to communicate a message one time. Business communication should incorporate a well-designed plan of communication that extends over a period of time and incorporate a variety of methods for getting the message across.

New Media

Every business doesn't need to be on Twitter, but every business communicator should be familiar with the broad range of communication tools available to communicate with target audiences. New media options don't take the place of traditional options--they simply provide

more opportunities. This can become quite complex, but it opens up additional opportunities for business communicators to connect with audiences in a variety of settings in ways that can be passive and interactive.

Types of Business Communications

Business communication is an integral part of running and managing an organization. Owners, managers and employees must be able to effectively convey their thoughts and ideas to other individuals working in the company or outside business stakeholders. Fortunately, several types of communication methods are available for individuals working in the business environment. Each method offers individuals an opportunity to choose how they will convey their message and create specific communication styles for various receivers.

Verbal

Verbal communication is a common way individuals transfer their message to other individuals and businesses. Verbal communication methods may include meetings, in-person interviews, telephones and video conferencing. Verbal communication may be the best communication method because it allows people to assess the verbal or nonverbal inferences by individuals giving a message. It may also create a more comfortable environment for receivers to ask questions and get feedback from individuals giving the message.

The increasing use of global business operations has created challenges for verbal communication. These challenges may include language barriers, cultural or social barriers, and time differences when giving messages. These challenges must be overcome for verbal communication to present a clear-cut message that receivers can act on quickly with little to no confusion.

Written

Written communication includes internal business memos, formal letters, bulletin boards or posters and other various written communication forms. Individuals may choose to use written communication if they need to reach multiple individuals at different locations with a similar message. This communication time may also help senders convey technical messages that have several instructional steps individuals must follow or diagrams and charts needing to be reviewed for receivers to understand the message.

Written communication also creates a paper trail for important messages. Individuals may be required to acknowledge receipt of the message or respond within a limited time frame. Organizations often use written communication to ensure they have documentation when correcting an issue or dealing with important legal situations.

Electronic

Business technology has opened up new types of business communications. New communication methods include email, web conferencing, social networking, company websites, online chat and text messages. Electronic communication allows companies to send mass messages to several individuals quickly and at a low business cost. Electronic communication methods are often used to reach outside business stakeholders or the general public. Organizations may create several different electronic communication channels to reach different target markets or demographic groups with their message. Electronic communication is also used to communicate with international organizations or individuals the time efficient manner.

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Barriers to effective communication

A. Physical barriers

Internal structure of the organization and layout of office machines and equipments creates physical barriers in communication

- a. **Distance:** – communication is found obstructed in long distance. Like communication between America and Nepal.
- b. **Noise:** – it is from external sources and affects the communication process. Noise negatively affects the accuracy
- c. **Physical arrangement:** – the physical arrangement of organizational sources like men, money, material and machine obstruct the communication process.

B. Semantic barriers

The use of difficult and multiple use of languages, words, figures, symbols create semantic barriers.

- a. **Language:** – we can find some words having different meaning. As meaning sent by the sender can be quite different from the meaning understood by the receiver. Long and complex sentences creates problem in communication process.
- b. **Jargons:** – technical or unfamiliar language creates barriers to communication that may be drawn from the literature. So message should be simple and condensed as far as possible so that no confusion creation will be there to the receiver.

C. Organizational barriers

It is raised from the organizational goals, regulations, structure and culture.

- a. **Poor planning:** – it refers to the designing, encoding, channel selection and conflicting signals in the organization.
- b. **Structure complexities:** - difficult organizational structure barrier for free flow of information. Appropriate communication process must be used.
- c. **Status differences:** – it creates barrier for communication. Superior provides information to the subordinate about plans and policies. Different information is provided by different subordinates who create barrier in communication.
- d. **Organizational distance:** - distance between sender and receiver also creates barriers to effective communication.
- e. **Information overload:** – if superior provides too much information to the subordinate in short period receiver suffers from information overload which creates barriers to effective communication.
- f. **Timing:** – communication can be obstructed if not done on time. If the information is not provided in time it creates barriers to effective communication.

D. Psychological barriers

It is the barriers to effective communication created from the lack of interest of the people from whom the communication is meant. People do not pay attention to the communication which are not interesting to them and which do not fulfill their want.

- a. **Perception:** – it is the process of accepting and interpreting the information by the receiver. People receive things differently for a various number of reasons.
- b. **Filtering:** – communication some time filters the negative information to make it more favorable to the receiver. In this process, knowingly or unknowingly some valuable information may be disposed.
- c. **Distrust:** – superior provides information or message to the subordinates to their own view, ideas and opinion which create obstruction in communication.
- d. **Emotions:** – emotion also creates barriers to effective communication like anger, het, mistrust, jealousy etc.
- e. **Viewpoint:** – it also creates barriers to effective communication. If the receiver doesn't clear the message and ignore without hearing, the message may create obstructions.
- f. **Defensiveness:** – if the receiver receives the message as threat and interprets that message in the same way, it creates barriers to effective communication.

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