

105: Business communication

- Definition of communication
 - Process of passing information from one to another and understanding the same
 - Transfer and sharing of ideas, opinions, facts, values from person to person, organization to organization

● Types of communication

- Verbal
- Non-verbal
- Written
- Visual
- Face to face

● Process of effective communication/ elements

- Sender---- encoding----
medium----decoding----feedback----
receiver

● Upward communication

- Line
- Subordinate to senior
- Performance
- Suggestion box
- Satisfaction survey

● Downward communication

- Formal
- Directive
- Objective
- Policies strategies

● Objective of communication

- Inform
- Report
- Persuade
- Build relationship
- Creating awareness
- Imparting knowledge
- Projecting image
- Shaping attitude
- Stimulating desire
- Effecting a sale etc

● Means of communication

- Radio,
- Television,
- Newspaper
- Telephone
- Internet etc

- Importance of communication

- Negotiation
- Fostering good working relationship
- Improve morale and efficiency

- Banking communication

- The array of communications generated by banks and financial institutions to connect with clients
- To get through with customers
- Enhance customer loyalty
- Earn profit through e-mail, sms/telephone, social media etc.

- Good communication
 - Clear, concise, connects with people and audience
 - About understanding instructions
 - Acquiring new skills
 - Making requests
 - Asking questions
 - Relaying information with ease

- 5 good communication skills
 - Listening
 - Straight talking
 - Non-verbal
 - Stress management
 - Emotion control

- Basic skills of communication

- Reading
- Writing
- Speaking
- listening

- Concept of communication in islam

- Mission
- Conveys thoughts
- Written/verbal (the Quraan, the living miracle)
- Better in speech are those who invite to the path of Allah
- Debt must be written
- Azan- oral

● Fundamentals of business communication

- Clarity
- Structure
- Knowing the audience

● Forms of written business communication

- E-mail
- Internet webs
- Letters
- Proposals
- Fax
- Postcards
- contracts

- Advertisement/circular
 - Advertisement: commercial to sell commodity/service etc.
 - Circular
 - Printed advertisement
 - Direction
 - Notice intended for mass communication

- **Internal communication**
 - Functions responsible for effective communication among participants within the organization
 - **Ways of internal communication:**
 - `meetings, presentations, workshops, memos, reports, dialogue
 - **Features of internal communication**
 - Formal
 - Give people holistic view
 - Build organizational culture
 - Gets people engaged
 - Keeps people calm in times of crisis
 - Creates a channel of feedback debate and discussion

- **External communication**

- **Communication with external environment**

- People, entities, customers, potential customers, suppliers, investors, shareholders and society at large

- **Means of external communication:**

- Web-site,

- Live events and conferences, e-mails, news letters, press releases

- **Purpose of external communication:**

- Controlling negative information about the company

- **Steps of effective external communication**

- Understand how to change the impact

- Develop clear, concise message

- Designate who will be the in-charge of the communication

- Determine how and when to communicate

- **Formal communication**

- Official channel designed by the management
- Officially recognized positions for timely, accurate, smooth and orderly flow of information

- **Informal communication**

- Casual and unofficial form of communication exchanges spontaneously between two or more persons without following official rules process, system, formalities and chain of command

- **Benefits**

- Promotes social relationships
- Builds unity, integrity and solidarity

● **Adaptation in business writing/communication**

- Fitting the message to specific reader/audience
- Readers' imagination
- Feeling
- Simple
- Selecting the right words
- Slang/technical words with caution

● **Principles of business communication**

- Clarity
- Conciseness
- Objectivity
- Consistency
- Completeness
- Relevance
- Audience knowledge

● Effective communication

- Courtesy
- Clarity
- Conciseness
- Completeness
- Correctness
- Concreteness
- convincing

● Factors affecting communication

- Cultural diversity
- Misunderstanding of message
- Emotional difference
- Past experience
- Educational and intellectual difference
- Positional difference among the persons
- Functional relationship between sender and receiver