

DIGITAL CONTENT

MB 404

BUSINESS COMMUNICATION,

UNIT V

SEMESTER IV,

**DEPARTMENT OF APPLIED
ECONOMICS & COMMERCE,**

PATNA UNIVERSITY

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Total Slides : 34



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(Visiting Faculty)

THE SYLLABUS MBA SEMESTER IV PU DEVELOPMENT OF APPLIED ECONOMICS AND COMMERCE

Units I to V
G.C. ✓

Semester IV

MB 404	Business Communication
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Course Objective: **Total Periods: 40 (4 Credits)**

This course intends to develop good communication skills in students for their future jobs and endeavours in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

Course Structure:

Unit I- **Meaning and Importance** of Communication in business, the process of Communication, models of Communication, types of Information order, advise, suggestion, motivation, persuasion, warning and education.

Unit II- **Channels of Communication:** Their effectiveness and limitations, media of communication, barriers of communication, approaches to effective communication, and tools of communication: diction, sentence, paragraph, punctuation and report writing.

Unit III- **Group Communication through Committees:** Conference Seminar, Symposia and Other Formal Communication with Public at Large; Interviews and Group Discussion

Unit IV- **Specific of Business Communication:** Essentials of effective business Communication structure of business correspondence: inquires and replies, orders and their executions, complaints and adjustments, credit and status inquires, agency letters and sales letters.

Unit V- **Strategies to Improve Reading Skills:** Speaking skills, listening skills; guidelines to effective public speaking; developing job application-covering letter, résumé, interviewing: negotiating the job offer.

REFERENCE:

1. Lesikar, Petit & Flately: Lesikar's Basic Business Communication, Tata McGraw Hill
2. Poe & Fruhling: Basic Communication; AITBS
3. Taylor: English Conversion Practice; Tata McGraw Hill
4. Diwan & Aggarwal: Business Communication; Excel
5. Baugh, Frayer & Thomas: How to Write First Class Business Correspondence; Viva Books

A-2
S. S. Ghoshal
06/08/2018

Chandra
6/8/18

STRATEGY TO IMPROVE READING SKILLS



“Reading is essential for those who seek to rise above the ordinary.” – Jim Rohn

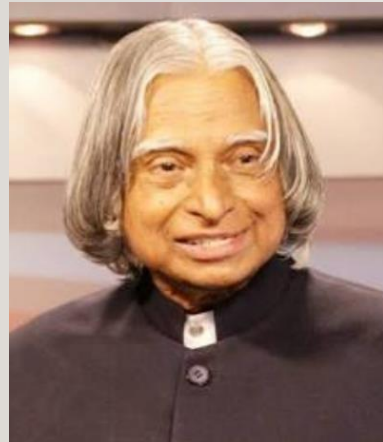
- **Reading is the processing of the written words to understand the intended meaning of the text.**

A thorough reading helps us understand the relationship among the words and their unstated implications thereof. Only a proper reading enables proper comprehension of the text.

To read properly and to be able to read more however we need to develop reading skills.

STRATEGY TO IMPROVE READING SKILLS

SOME FACTS: HOW READING SHAPED LIVES



- Why is reading so important..??
Besides acquiring knowledge, charm and depth in personality, SUCCESS has a strange relationship with reading...

“BOOKS ARE MY FAVOURITE FRIENDS, AND I CONSIDER MY HOME LIBRARY, WITH MANY THOUSANDS OF BOOKS, TO BE MY GREATEST WEALTH. EVERY NEW BOOK, BASED ON SOME NEW IDEA INSPIRES ME AND GIVES ME A NEW THOUGHT TO PONDER.” Dr APJ Abdul Kalam

STRATEGY TO IMPROVE READING SKILLS

SOME FACTS: HOW READING SHAPED LIVES



- Let's see some interesting facts:
Warren Edward Buffett 89, American investor, business tycoon fourth-wealthiest person in the world (Dec 2019).
Someone once asked Buffet about keys to success and he said "Read 500 pages every day. That's how knowledge works. It builds up, like compound interest."
Buffet read 600 to 1,000 pages daily when beginning his career as an investor.
How does he do it? It's a top priority. He still allots about 80% of his day to reading. It's no coincidence that Buffet's bank account is as robust as his reading habit.

STRATEGY TO IMPROVE READING SKILLS

SOME FACTS: HOW READING SHAPED LIVES



- Mark Cuban
Mark Cuban 61 is an American billionaire, entrepreneur, and investor.

Mark Cuban reads about 3 hours a day because it gives him a level of comfort and confidence in his business. He shares that growing up, he read "every book or magazine I could get my hands on because I good idea would pay for the book and could make the difference between me making it or not."

STRATEGY TO IMPROVE READING SKILLS

SOME FACTS: HOW READING SHAPED LIVES



- William Henry Gates 64 is an American business magnate, software developer, investor, and philanthropist. He is best known as the co-founder of Microsoft Corporation. The second richest man in the world reads 50 books a year (average one-book-a-week)

Gates shares that while he can travel anywhere and meet with anyone, reading is still the main way that he learns new things and tests his understanding. He always has a book with him wherever he goes.

STRATEGY TO IMPROVE READING SKILLS

LINEAR & NON-LINEAR FORMATS OF TEXT REPRESENTATION

- Written information is most commonly presented to us in a linear format, i.e. sentences and phrases going left to right down a page. Examples: Novels, Regular Newspaper report presentation.
- A non-linear format breaks away from this norm, making freer use of space and symbols. Varieties of this format include flow charts, spider diagrams and thought maps. Examples: Study books, newspaper reports depicting data, graphical representation of an event, presentations.
- Why use a non-linear technique? Non-linear techniques can provide a powerful graphic tool which uses word, image, number, logic, colour and spatial awareness.
- style of non-linear note taking is called thought mapping. This particular technique uses keywords grouped around a central topic in a hierarchical structure. Examples: short hand dictation notes taken by stenographers, taking notes during lectures, taking notes while reading a book



STRATEGY TO IMPROVE READING SKILLS

ESSENTIALS FOR IMPROVEMENT:

The normal reading style that we use for reading a novel is to read in detail, focusing on every word in sequence from start to finish. In case of a magazine we flick through the pages to see which articles are of interest. When we look in a directory for a particular name, we purposefully ignore all other entries and focus your attention on spotting the name we want.

Hence to improve your reading skills we need to:

- a. have clear reading goals;
- b. choose the right texts;
- c. use the right reading style;
- d. use note taking techniques.

STRATEGY TO IMPROVE READING SKILLS

ESSENTIALS FOR IMPROVEMENT:

- Setting Reading Goals:

What am I looking for? What purpose do I have to read this? Is this text suitable for my need?

These questions will help us set the reading goals. Clear reading goals can significantly help with your reading efficiency. Not everything in print will be of use to us for that particular purpose. Prioritise information according to the task in hand.

Reading goals can be: (a) an essay or seminar subject (b) a report brief (c) a selected subject area (d) a series of questions about a specific topic.

STRATEGY TO IMPROVE READING SKILLS

ESSENTIALS FOR IMPROVEMENT:

Choose the right text

While we are in the process of making reading a regular habit and trying to find interest in it we should always read a text of our interest or something that would help in immediate professional life. Relevance is the key when it comes to selecting the text.

Along with relevance we should be consciously choosing a normal size book. Going for a voluminous book could prove to be counterproductive. Chances are that we do not go beyond a few pages and at the same time lose interest in reading altogether.

STRATEGY TO IMPROVE READING SKILLS

READING TECHNIQUES:

We tend to read for different reasons, different purposes in different situations for different objectives with different outcomes. The reading techniques change with the changing needs. There are 4 (four) broad categories which include:

1. Skimming
2. Scanning
3. Intensive reading
4. Extensive reading

Skimming, as the name suggests here the text is actually browsed through while looking for definite KEY words. For example reading the government budgets, reading the newspaper reports on union budget where we are only concerned about what is relevant to Skimming is also referred to as GIST READING.

STRATEGY TO IMPROVE READING SKILLS

READING TECHNIQUES:

- **Scanning** involves getting the eyes to quickly scuttle across sentences to get feel of the nature of the text or information. For example when a meeting agenda is received late and there is no time for detailed reading scanning is the rescuer. The substance of the agenda is understood without reading word to word.
- Intensive reading is serious reading where we move from word to word for full comprehension of the text. For example reading academic books, newspaper editorials etc.

STRATEGY TO IMPROVE READING SKILLS


READING TECHNIQUES:

- Extensive reading is basically pleasure reading. Here also we move with punctuation trying to make sense of the words and their applied meaning. For example reading novels.

STRATEGY TO IMPROVE READING SKILLS

SUMMARY

Points to remember:

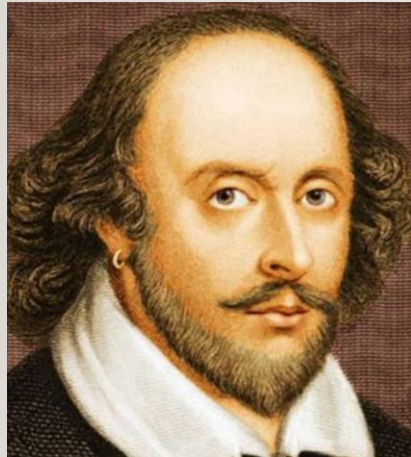
1. Instead of browsing through the text (reading material) let the text browse through you.
 2. Initially read slowly while the focus should be on recognizing the words and to get the pronunciation right.
 3. Try to comprehend the meaning after reading a full paragraph.
 4. Consult dictionary and write the meaning of the unknown words alongside the text. This is called note taking.
 5. Know what you read. Understanding the topic makes reading interesting and meaningful.
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STRATEGY TO IMPROVE READING SKILLS

SUMMARY

6. Average speed of reading (English Text) is 200-400 WPM (words per minute)
7. For speed readers it is 1000 WPM
8. For beginners though it could be as low as 50 WPM
9. Initially we must focus on accuracy of pronunciation
10. Only practice and regular practice can usher in speed with accuracy. Keep a note of the words read within one minute and keep track of the trajectory to know your rate of the rate of improvement and speed as well.

STRATEGY TO IMPROVE SPEAKING SKILLS (TOPIC II)



Men of few words are the best men."

- William Shakespeare

- **What to say..? Where to say..?**

How much to say..? When to stop.?

**Above four questions define the
ambit of speaking skill.**

TO IMPROVE SPEAKING SKILLS

ESSENTIAL ELEMENTS

The following Cs encompass the world of speaking skill:

1. Content
2. Conviction
3. Clarity
4. Credibility
5. Conveyance
6. Connect
7. Confinement
8. Confluence

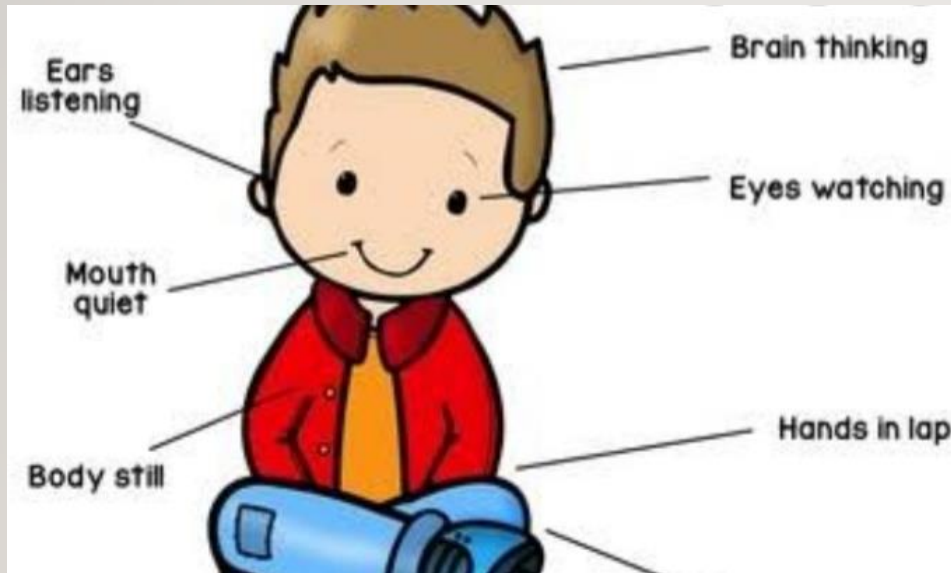
THE STRATEGY TO IMPROVE SPEAKING SKILLS

THE CRUCIAL CS

- Content is what to say.. something in which the other person finds value
- Conviction is how much you believe in what you are saying
- Clarity is how clear your thoughts are..
- Credibility is your own reputation/goodwill/created perception
- Conveyance is how effectively you put across your thoughts
- Connect is if the other person is still interested in your talks
- Confinement is to remain true to topic and not waiver
- Confluence is what you create with all the above elements as the content

STRATEGY TO IMPROVE LISTENING SKILLS

TOPIC III



Most people do not listen with the intent to understand; they listen with the intent to reply. - Stephen R. Covey,

STRATEGY TO IMPROVE LISTENING LISTENING LESSONS

An old saying goes like this.. “ knowledge speaks and wisdom listens”

Listening lessons:

- Always be an active listener
- A seamless coordination among ears, eyes, brain body can only convert hearing into listening & listening into grasping
- Listening helps understand the other person
- Intent listening allows you to capture vital signals of the other person which reveals the unstated story

STRATEGY TO IMPROVE LISTENING

LISTENING LESSONS - II

- It is said that we have two ears and one mouth and we should use them in that proportion
- The biggest barrier to listening is our own mind body disconnect
- To listen we need the other person talking..to make the other person open to us we must make ourselves acceptable by being humble and quiet
- To listen more the other person must talk more.. So we always ask open ended questions
- Only if we listen intently we can reply meaningfully..hence no need to keep our brain busy preparing the reply.
- Listening offers the satisfaction of knowing a person..help in private, social and professional life.

GUIDELINES TO EFFECTIVE PUBLIC SPEAKING



Three challenges to conquer first:

1. Stage fear and self consciousness
2. To establish the audience connect
3. To retain the audience connect

GUIDELINES FO EFFECTIVE PUBLIC SPEAKING

- What is stage fear..??


Broadly two components are there to it:

1. Being frightful of the audience and the ambience
2. Being too self conscious, being too aware of your own heart-beats

How to overcome..??

“Best way to conquer stage fright is to know what you’re talking about.”

– Michael H. Mescon

- Light your mind to fight your fear
 - Subject knowledge is key to a brilliant content and content takes care of the audience
 - Write down your thoughts and script your speech
 - Write and rewrite it.. Consult credible sources for input..
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GUIDELINES FO EFFECTIVE PUBLIC SPEAKING

There is a famous saying “let thy speech be better than silence or be silent“

- To deliver a worthwhile speech there is no substitute to practice.. Some believe in delivering an impromptu speech.. Know what Mark Twain has to say on this.

“It usually takes me more than three weeks to prepare a good impromptu **speech**.”


How to create a connect with your audience:

- Speak the language of the audience
- Coin your words carefully..Why,see below...

“Words have incredible power.They can make people’s hearts soar, or they can make people’s hearts sore.” – Dr. Mardy Grothe

GUIDELINES TO EFFECTIVE PUBLIC SPEAKING

How to retain the connect once created till the end..

- Remember audiences are with you till you make sense, till the time they see you speaking their mind
- Just be yourself.. Do not put on mannerisms to look and sound dynamic
- Remain subtle, apply humour, aggression may derail you,
- Remember humility has many takers.. Finally remember this 

“There are only two types of speakers in the world. 1. The nervous and 2. Liars.”

– Mark Twain

Little nervousness is good for sensible performance but never ever lie before an audience that trusted you.

DEVELOPING JOB APPLICATIONS, RESUME WRITING

Developing job applications: steps to follow: -

- To identify the job opportunity: remain in contact with peer group who have higher awareness level, drive your search across all mediums namely online, print, word of mouth, from acquaintances at good positions.
- Most jobs will have fixed digital formats to fill to apply, however few non-governmental jobs may require a physical application with resume attached to it.
- There could be two types of job applications – suomoto and in response to an advertised opening

DEVELOPING JOB APPLICATIONS, RESUME WRITING

- Writing suo moto job applications: sample Template:

Name, designation & address of the company official

Subject: job application for an expected opening in the sales & marketing functions

Dear Sir,

It has come to my know that your esteemed organization is looking for a suitable professional to strengthen your sales and marketing functions.

Being a post graduate in marketing from the prestigious Patna University I beg to offer my humble candidature for your kind consideration for this expected opening.

With humility I submit my resume for your kind perusal along with this application.

As a fresh pass out with my energy, skill sets and zeal I am sure I shall live upto the job's demands if given an opportunity.

I shall remain grateful to you for your kind consideration of my candidature and offering me an opportunity to appear in an interview for the same.

Thanking you

Yours faithfully

Name, mobile number & place

DEVELOPING JOB APPLICATIONS, RESUME WRITING

Sample template for application against advertised job opportunity:

Name, designation & address of the company official

Subject: job application for the advertised post of Marketing executive (advertisement no.--- , name of newspaper, dated---)

Dear Sir,

In response to the job opportunity advertised in the newspaper (as mentioned above) I beg to offer my candidature for the same.

A fresh pass out as a post graduate in marketing management from the prestigious Patna University and with my energy, skill sets and zeal I am sure I shall live upto the job's demands if given an opportunity.

I shall remain grateful to you for your kind consideration of my candidature and offering me an opportunity to appear in an interview for the same.

Thanking you

Yours faithfully

Name, mobile number & place

GUIDELINES FOR RESUME WRITING

FOR FRESH CANDIDATES

- Writing resume is a serious matter as it your first footprint that reaches the possible employer and creates the opinion/impression that it creates.
- Points to note for a fresher's resume:
 1. That you are fresh with no baggage of experience is your biggest asset. So highlight it.
 2. That you have a better probability of imbibing company culture being fresh is to be highlighted.
 3. Thpapt your youth, energy, zeal will be an added advantage along with your education and skills, is to be highlighted
 4. That you have more fire in you as you have an entire career to build.. Is to be highlighted

GUIDELINES FOR RESUME WRITING

EXPERIENCED APPLICANTS

- Tone of the text should reflect humility or an experienced candidate while applying for a new job it is more important to look less experienced but more equipped.
- Highlight your skill sets
- Highlight the new learnings in present job
- Highlight your competence with evidence
- Highlight objective achievements with evidence
- Chronology should be from present to past, no need to furnish detailed info about anybody except your own
- Tone of the text should be humble.. No use of high-sounding words, abstain from using unknown/difficult words. Avoid the dangerous trap of certification or self proclamation.
- Only say that what you can substantiate with facts. No False Claims Ever.

INTERVIEW & NEGOTIATION

- Interviews are part of professional life, they occur and reoccur and yet occur. So interview preparation should be an ongoing process in for a smart professional.
- What is it that the interview wants to know and bring out of our closed self..???
- An interview is a quest in pursuit of knowing the known and exploring the unknown
- Attitude of candidate, mental makeup, psychological assessment, emotional and physical strength
 1. Suitability in terms of required skills, knowledge, education, qualification
 2. Individual value proposition

INTERVIEW AND NEGOTIATION

- Preparing for an interview:
 1. TRY to maintain your usual self, calmness
 2. Consult a book to revisit your core academic areas
 3. Delve into your present job/company and try to know the nuances
 4. Know about the relevant industry, know competitors, know their business models
 5. Sit straight but comfortably within restrictive parameters
 6. Don't pretend, don't show unnecessary aggression...

contd

INTERVIEW AND NEGOTIATION

- Negotiation: Two types of job entry negotiations can occur in corporate :
- Negotiating the basics: when one negotiates place of posting if an option is available, negotiating slight salary increase
- Negotiating the luxury: this happens when you become a great value proposition yourself. You negotiate big time from salary to perks to shares to all possible compensations.

The end

