

PAPER NO. CS 13

SECTION 1

CERTIFIED SECRETARIES (CS)

BUSINESS COMMUNICATION

STUDY TEXT

KASNEB SYLLABUS

GENERAL OBJECTIVE

This paper is intended to equip the candidate with the knowledge, skills and attitude that will enable him/her to communicate effectively in an organisation

LEARNING OUTCOMES

- Develop strategies for effective communication in an organisation
- Demonstrate skills in preparing and presenting reports
- Demonstrate effective communication skills
- Apply information technology in communication

CONTENT

1. Nature of communication

- Definition of communication
- The communication process
- Formal and informal communication
- Internal communication
- External communication
- Principles of effective communication
- Methods of communication
- Communication systems
- Principles of interpersonal communication
- Barriers to, effective communication

2. Written communication

- Rules of effective writing
- Business transactions documents: Catalogue, Invoices, purchase order.
- Good received note, debit note, credit note, etc.
- Memorandum
- Forms and questionnaire design
- Circulars and newsletters
- Notices and advertisements
- Publicity materials
- Graphic communication

3. Business correspondences

- Receiving mails
- Sorting and classification of mails Filing mails -
Storage and retrieval of mails
- Dispatch of mails
- Postal and courier services

4. Oral communication

- Meaning of oral communication
- Effective listening
- Interviews
- Interpersonal relationships
- Persuasion process
- Assertiveness

5. Nonverbal Communication

- Introduction to nonverbal communication
- Importance of nonverbal communication
- Elements of nonverbal communication

6. Public speaking and Presentation

- Presentation skills -
Presentation aids -
Selecting a topic -
Testing the topic
- Analyzing the audience -
Analyzing the occasion -
Researching on Topic - Public
speeches
- Organizing and outlining the speech -
Principles of organizing speech
- Patterns of organization - The
speech introduction
- Characteristics of good delivery and types of delivery of speeches

7. Group and Team Communication

- Group's communication skills
- Communication networks
- Public discussion format: panel discussion and symposium
- Team communication
- Meetings

8. Report writing

- Types of reports
- Qualities of an effective report writing
- Uses of reports
- Format of written reports
- Preparation of formal reports
- Precis writing and executive summaries

9. Proposal writing

- Types of proposals
- Uses of proposals
- Contents of proposals
- Preparation of formal proposals

10. Information technology and communication

- Communication networks: internet, Intranet and extranet
- Teleconferencing and videoconferencing
- Wireless technologies
- Social media

11. Ethics in communication

- Ethical issues in communication
- Significance of ethical communication
- Factors influencing ethical communication
- Ethical dilemmas in communication
- Guidelines to handle communication ethics dilemmas
- Emerging issues and trends

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CHAPTER ONE

NATURE OF COMMUNICATION

INTRODUCTION

Communication (Definition)

- ✓ Refers to the transmission or exchange of information between two or more persons .The information emanates from the **source** to **the destination** and eventually back to the source in the form of **a feed back**. The information being exchanged is referred to as **a message** and the process develops to a communication process.
- ✓ Communication is all about sending and receiving information. It is in its simplest sense a human relationship involving people who come together to share, to dialogue and to continue. **Peter Little defines communication** in his words “ **communication is the process by which information is transmitted between individuals and or, organizations so that an understanding response results**”
- ✓ William Scott in his organization theory defines communication” **Administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting action which will accomplish the organizational goals**”

Effects of poor communication

- Confusion
- Mistakes
- Wastage
- Accidents
- Frustrations
- Low morale and lack of motivation
- Strikes and unrest
- Poor transfer of information
- Feeling of dissatisfactions

The purpose of communication in business

1. Inform others and being informed
2. Evaluating an organizations input & output
3. Directing others and being directed
4. Influencing others and being influenced
5. Integrating management functions.
6. Facilitating internal and external communications.

The importance of communication

1. Better performance
2. efficiency and timely delivery
3. improved customers relations
4. creation of better business prospective
5. better management
6. harmony among employment
7. coordination
8. proper resource utilization
9. Building of business reputation

Areas of emphasis when defining communication

- i) The process of communication involves communication of ideas.
- ii) The ideas should be accurately replicated ie .reproduced in the receiver's mind.
- iii) The transmitter is assured of the accurate replication of ideas by feedback.
- iv) The purpose of any communication is to elicit action.

Note:

- ✓ The above definition covers almost all aspects of communication but should also include two important aspects
 - i) The concept of idea should be adequately enlarged to include.
 - ii) Even in the administrative communication the purpose may not always be to elicit action but to
 - Seeking information
 - Persuading others etc.
- ✓ All communication has to be originated produced, transmitted, received and understood.
- ✓ The main aspects of communication which need to be considered are;
 - The source of communication i.e... the message – (sender)
 - The contents of communication is produced eg dictation – (Message)
 - The method of transmission e.g... faxing (channel)
 - The process involved in receiving e.g... mail handling
 - The destination of the communication i.e..recipient. (receiver)
 - The understanding of the communication (feedback)
- ✓ We can therefore conclude that communication exists when,
 - i) there is a person (a sender or transmitter) desirous of passing on some information
 - ii) There is another person (receiver) to whom the information is to be passed on.
 - iii) The receiver partly or wholly understands the message passed on to him (message)
 - iv) The receiver responds to the message (feedback)

Forms of communication in a business venture

a. With Customers

- ✓ Most of the communication with customers is one way i.e... through;
 - i) advertisements
 - ii) direct mail
 - iii) sales promotions etc
- ✓ one can experience a two way communication with customers when;
 - i. there is physical contact with customers
 - ii. telesales
 - iii. questionnaires
 - iv. taking orders or deliveries
 - v. dealing with complaints

b. With Staff

- ✓ communicating with staff occurs when
 - i. delegating tasks
 - ii. appraising performances
 - iii. Resolving grievances EST

c) Communicating with supplier

- i. placing orders
- ii. dealing with returns outwards/ or replacements
- iii. dealing with payments
- iv. accounts reconciliation (creditors)

d) Communicating with owners

- i) Annual reports –AGM
- ii) Monthly or weekly returns for small organization.

e) Communicating with the community

- i. Involvement in various projects i.e... community projects
- ii. environmental issues
- iii. marketing activities
- iv. Employment issues.

The importance of effective communication in business

I. Set up and establishment of a business

- ✓ Communication maybe described as the lifeblood of business. No business can develop in the absence of effective internal and external communication.

II. Management

- ✓ Communication is a vital tool of management the potentials of communication as a management too are so great and include.
 - Favorable dealing with outside companies
 - Effective relationships within an organization
 - Conducting effectively the functions of the organization

- Controlling and coordination in order to meet the organizational goals and objectives
- Maintaining external relationships with customers and suppliers

III. Organization Structure

The structure of the organization and delegation/ consultancy

- The leadership style of management adopted by the organization will have significant impact on the amount and effectiveness of the communication.
- A democratic style of leadership involves junior people in the organizational decision making process to varying degrees, this requires a two-way communication for the structure to be effective
- Organizations with autocratic leaders are likely to have less communication and much of it one way I.e...Downward communication.

IV. Motivation

- Motivation techniques have changed in the recent years. Although money is still perceived as a chief motivator, non financial methods have taken over and relate to communications & job design
- Effective communication is currently the chief motivator and generates excellent relationship between employers and employees.

V. Decision making

- Communication in an organization not only receives records and processes information but also communicates this information to management to enable the management make effective and timely decisions with regard to, directing controlling and coordinating the activities of the organization.

VI. Implementation of change

- Effective communication is an essential element of business success. It enables change implementation encourages and develops commitment to the business from employees at all levels within the organization.

VII. Appointment and promotion of employees

- Through communication the right staff can be solicited for and facilitate development of promotional policies in an organization.

VIII. Communication to the outside.

- Effective communication enables the organization creates good link with stake holders, the media & suppliers generating related benefits.
- Access to relevant information is possible to allow proper planning, prioritizations, co-ordination and controlling.