

★ INFOGRAPHIC 1 ★

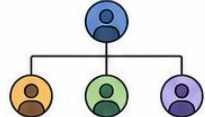
BUSINESS COMMUNICATION (ENG301)



LESSON 1

COMMUNICATION





LESSON 2

FLOW OF COMMUNICATION



LESSON 3

THEORIES OF COMMUNICATION

Key Points

- Why we Study Business Communication?
- What is Communication?
- Importance
- Advantages of Communication in your Career
- Communication & Global Market
- Communication at Workplace

Why Study Business Communication?

- Communication is not as simple as it seems.
- It involves knowledge from many fields: semantics, linguistics, rhetoric, psychology, sociology, design, and computer science.
- Business communication differs from other courses in:
 1. Subject matter
 2. Forms of communication
 3. Oral presentation skills
 4. Style (objective, systematic, concise)
 5. Persuading people to get desired results

What is Communication?

The act or process of giving or exchanging information, signals or messages by speech, writing or gestures.



Purposes of Communication

- 1 Initiating some action
- 2 Imparting information, ideas, attitudes, beliefs & feelings
- 3 Establishing, acknowledging or maintaining relations

Importance



- Essential in all areas of business.
- Strong communication = success in career.
- Key to building goodwill and a strong professional image.

Key Points

- Flow of Internal Communication
 - Formal Internal Communication
 - Informal Internal Communication
- Direction of Flow within the Organization
 - Downward Flow
 - Upward Flow
 - Horizontal Flow
- External Communication
 - Formal External Communication
 - Informal External Communication
 - Ways of External Communication

Internal Communication

Formal

Planned communication through official channel. Memos, letters, reports, e-mails, faxes follow company's chain of command.



Informal

Casual communication among employees. Face to face talks, phone calls, discussions, e-mails.



Direction of Flow



Downward Flow
Top management sends orders, policies, rules and information to employees.



Upward Flow
Employees give feedback, reports, suggestions and problems to management.



Horizontal Flow
Communication between peers to solve problems, coordinate work & projects.

External Communication

Formal

Letters, reports, brochures, news releases, contracts, faxes, telegrams etc.



Informal

Conversations with customers, suppliers, investors, phone calls, e-mails, discussions.



Key Points

- Electronic Theory
- Social Environment Theory
- Rhetorical Theory

1. Electronic Theory (Mathematical Theory)



Focuses on technical process of sending a message.

Components:

```

            graph LR
            A[Information Source] --> B[Encoder (Sender)]
            B --> C[Channel]
            C --> D[Decoder (Receiver)]
            D --> E[Noise (Interference)]
            E --> B
            
```

Emphasizes: Accuracy & transmission of message.

2. Social Environment Theory



Communication happens in a social context.

Considers:

- Roles
- Status
- Rules & culture
- Environment

Emphasizes: Situation, relationships and social factors.

3. Rhetorical Theory



Communication is circular, not linear.

Includes:

- Sender
- Message
- Receiver
- Response (Feedback)

Emphasizes: Desired response and dynamic process.

Summary of Theories

Electronic	How message is sent (technical accuracy)
Social Environment	Where & in what context it is sent (situation)
Rhetorical	Why it is sent & what response it creates



Key Takeaway (Lessons 1-3)

Communication is the lifeline of every organization. It flows in different directions internally and externally, using both formal and informal channels to achieve understanding, action and strong relationships.



Remember!

Good communication = Correct message + Right context + Desired response.

★ INFOGRAPHIC 2 ★

BUSINESS COMMUNICATION (ENG301)

LESSON 4

THE PROCESS OF COMMUNICATION & MISCOMMUNICATION

LESSON 5

BARRIERS IN EFFECTIVE COMMUNICATION / COMMUNICATION FALLOFF

LESSON 6

NON-VERBAL COMMUNICATION

Sender (Encoder) Message Medium (Channel) Receiver (Decoder)

Feedback

Key Points

- Communication is a two-way process of sending and receiving messages.
- It has six main components.
- Effective communication achieves the desired response from the receiver.
- Miscommunication occurs when the message is not correctly understood.

Components of Communication

1. **Context:** Includes country, culture, organization and internal/external stimuli that affect both sender and receiver.

2. **Sender / Encoder:** The writer or speaker who encodes ideas into symbols, words or sentences.

3. **Message:** The main idea communicated using verbal and non-verbal symbols.

4. **Medium / Channel:** The way used to send the message (oral, written, e-mail, phone, etc.).

5. **Receiver / Decoder:** The reader or listener who decodes the message based on their experience.

6. **Feedback:** The receiver's response (oral, written or action) that helps measure the success of message.

Types of Communication Medium

Oral (Vocal)	- Immediate feedback - Conversational nature - Short words & sentences - Focus on relationships - Less technical detail
Written (Non-vocal)	- Delayed feedback - More formal - Longer words & sentences - Can carry technical info - Best for permanent record

Remember!

Clarity in each component helps the receiver understand the message as intended.

Key Points

- Barriers distort the message and prevent effective communication.
- Barriers may come from words, physical environment, psychology, values or credibility.
- Recognize and remove barriers to reduce miscommunication.

Types of Barriers

1. **Semantic Barrier (Convention of Meaning)**

- Different meanings of words.
 - Denotation:** dictionary meaning (car, desk).
 - Connotation:** implied meaning (brother, prophet).
2. **Physical Barriers**

- Noises, poor lighting, unclear copies, interruptions.
 - Mumbling, fast speaking, unpleasant environment.
3. **Psychological Barriers**

- a) **Emotional Barriers:** Fear, anger, stress, nervousness.
 - b) **Perception Barriers:**
 - Abstracting: selecting some details, omitting others.
 - Inferring: drawing conclusions without full evidence.
4. **Barriers Involving Values, Attitudes etc.**

- Different values, opinions and attitudes affect responses.
 - Closed mind resists new ideas.
 - People react based on attitudes more than facts.
5. **Sender's Credibility**

- People trust the source before the message.
 - Build credibility through fairness, honesty and professionalism.

Use clear words, right tone, good relationships and suitable environment to remove barriers.

Key Points

- Non-verbal communication is the part of message not encoded in words.
- It often reveals true feelings more honestly than verbal words.
- Types: Personal, Cultural, Universal and Unrelated (Random).
- Non-verbal cues are interpreted in context with spoken words.

Aspects of Non-verbal Communication

1. **Body Movement (Kinesics Behavior)**

Includes gestures, posture, facial expressions, eye contact, head, hand, leg and foot movements. Affects the meaning of message.
2. **Physical Characteristics**

Body shape, appearance, attractiveness, hair, skin color, odor, clothing etc. Influence first impressions.
3. **Touching Behavior (Haptics)**

Handshake, pat on back, holding, guiding, hitting etc. Can show affection, support, dominance or control.
4. **Vocal Qualities (Paralanguage)**

Pitch, tone, volume, speed, articulation, pauses, laughter, sighs, etc. affect meaning.
5. **Space (Proximity)**

Use of personal space shows relationships, status, comfort and culture.
6. **Artifacts**

Clothing, accessories, perfume, glasses, jewelry, and other objects communicate style, mood and image.
7. **Environment**

Light, color, temperature, sound, furniture, layout etc. influence communication.

Remember!

Non-verbal + Verbal + Context = Total message.

KEY TAKEAWAY (Lessons 4–6)

Effective communication needs clear process, barrier-free environment and awareness of non-verbal cues to achieve the desired response.

Maha Malik's Compilation

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BUSINESS COMMUNICATION (ENG301)





LESSON 7

FLOW OF COMMUNICATION



Key Points

- Communication is the lifeline of every organization.
- Internal communication occurs within the organization.
- External communication occurs outside the organization.
- Communication uses formal and informal channels.
- Flows in three directions: downward, upward and horizontal.

Internal Communication



Formal (Planned)
 Follows official chain of command.
 Examples: Memos, letters, reports, e-mails, faxes.



Informal (Casual)
 Grapevine communication among employees.
 Examples: Face to face talks, phone calls, discussions.

Direction of Flow



Downward Flow
 Top management sends orders, policies, rules and information to employees.



Upward Flow
 Employees give feedback, reports, suggestions and problems to management.



Horizontal Flow
 Communication between peers for coordination, problem solving and project work.

External Communication



Formal (Planned)
 With outsiders through official channels.
 Examples: Letters, reports, faxes, contracts, news releases.



Informal (Casual)
 With customers, suppliers, investors etc.
 Examples: Discussions, phone calls, e-mails, conversations.

LESSON 8

TRAITS OF GOOD COMMUNICATORS



Key Traits



Perception
 Good communicators predict the audience's reaction and adjust their message.



Precision
 They create a "meeting of the minds" by expressing ideas clearly.



Credibility
 They are believable and build trust in their message and intentions.



Control
 They shape the audience's response and achieve desired results.



Congeniality
 They maintain pleasant relationships and earn goodwill even in disagreements.

How Good Communicators Succeed

- ✓ Create messages carefully.
- ✓ Minimize noise and interference.
- ✓ Encourage and use feedback.
- ✓ Focus on audience needs and understanding.
- ✓ Use clear, concise and considerate language.

Good Communicator Checklist



- Understand your audience.
- Plan your message.
- Use appropriate medium.
- Listen actively.
- Provide useful feedback.
- Build trust and respect.

LESSON 9

PRINCIPLES OF BUSINESS COMMUNICATION



The 7 C's of Business Communication



1. Clarity



2. Conciseness



3. Consideration



4. Concreteness



5. Correctness



6. Courtesy



7. Completeness

Brief Description

- Clarity:** Easy to understand.
- Conciseness:** Say more in fewer words.
- Consideration:** Focus on audience's needs.
- Concreteness:** Use specific facts.
- Correctness:** Accurate and error-free.
- Courtesy:** Polite and respectful.
- Completeness:** Include all necessary information.

Why These Principles Matter

- ★ Builds strong professional image.
- ★ Saves time and cost.
- ★ Improves understanding.
- ★ Creates goodwill and trust.
- ★ Leads to desired results.

Remember!



Good communication is clear, concise, considerate, correct, courteous, concrete and complete.



KEY TAKEAWAY (Lessons 7–9)

Use the right channels, understand the flow, develop good communicator traits and follow the 7 C's to become an effective business communicator.



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LESSON 10

CORRECTNESS



Key Points

- Correctness is more than grammar, punctuation and spelling.
- A perfect message can still fail if it is incorrect in facts or words.
- Errors damage credibility and create confusion.
- Types of mistakes:
 - Names, figures, facts & words
 - Punctuation & capitalization
 - Level of language

1. Names, Figures, Facts & Words



- Verify data and statistics.
- Double-check totals.
- Use right words to avoid confusion.

Wrong Words	Right Words
Accept	Except
Biannually	Biennially
Slim girl (negative)	Slim chances

2. Punctuation & Capitalization



- Errors in punctuation or capitalization create misunderstanding.
- Use spell-checker and proofread carefully.

3. Level of Language

- Formal writing: Non-conversational, complex sentences.
- Informal writing: Short, familiar and conversational words.
- Avoid slang, abbreviations and substandard language.

Examples of Substandard Language

Substandard	Better Choice
Between you and I	Between you and me
Irregardless	Regardless
I don't have but two	I have only two
Real pleased	Really pleased

Remember!



Accuracy in facts, words and mechanics builds trust and professional image.

LESSON 11

CONCISENESS



Key Points

- Conciseness means saying more in fewer words.
- A concise message is complete without being wordy.
- Saves time, cost and respects the reader.
- It increases emphasis and clarity.

How to Achieve Conciseness

- 1. Eliminate Wordy Expressions**

Use single words, omit trite expressions and replace conventional statements.
- 2. Include Only Relevant Material**

Stick to purpose, remove irrelevant and obvious details.
- 3. Avoid Unnecessary Repetition**

Use short names, initials and combine ideas when possible.

Examples

Wordy vs Concise

Wordy: At this time → Concise: Now

Wordy Expression

Please be advised that your statement has been received. → Your statement has been received.

Redundant to Concise

The reports are to be submitted by employees prior to 5:00 p.m.; at which time they will be received by Ali. → Please submit your reports to Ali by 5:00 p.m.

Long to Short

We hereby wish to let you know that our company is pleased with the confidence you have reposed in us. → We appreciate your confidence.

Quick Tips

- Use one word in place of phrases.
- Read out loud to listen for wordiness.
- Ask: What material is really relevant?
- Replace long sentences with shorter ones.
- Get to the point tactfully and clearly.

Remember!



Conciseness = Clarity + Relevance + Respect for your reader's time.

LESSON 12

INTERCULTURAL COMMUNICATION



Key Points

- Communication across cultures requires awareness and sensitivity.
- Differences in language, values, customs and non-verbal behavior can cause misunderstanding.
- Effective intercultural communication builds better relationships and reduces conflict.

Factors in Intercultural Communication

- 1. Language Differences**

Vocabulary, grammar, accent and meaning vary.
- 2. Cultural Values & Beliefs**

Values shape communication style and expectations.
- 3. Non-verbal Differences**

Gestures, eye contact, space and touch vary across cultures.
- 4. Perception & Stereotypes**

Avoid assumptions and stereotypes about others.
- 5. Adaptability & Respect**

Be open-minded, patient and respect other cultures.

Guidelines for Success

- Learn about other cultures.
- Use simple, clear and universal language.
- Avoid idioms and local slang.
- Listen actively and observe carefully.
- Be flexible and adjust communication style.
- Build trust through respect and empathy.

Benefits

- Better understanding.
- Stronger relationships.
- Improved teamwork.
- Global business success.

Remember!



Respect cultural differences and communicate with clarity, patience and openness.

KEY TAKEAWAY (Lessons 10–12)

Be accurate, be brief and be culturally aware.

These principles help you communicate professionally and effectively in any situation.

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LESSON 13

INTERCULTURAL COMMUNICATION

Key Points

- Cultures influence the way people communicate.
- Understanding cultural differences prevents misunderstanding.
- Key elements: Language, values, customs, non-verbal behavior and communication style.
- Effective intercultural communication builds trust and global cooperation.

Cultural Dimensions (Examples)

Individualism vs. Collectivism
 Some cultures focus on individual achievements, others on group goals.

Power Distance
 Acceptance of unequal power between people.

Uncertainty Avoidance
 Comfort level with uncertainty and risk.

Time Orientation
 Monochronic (time is money) vs. Polychronic (flexible time).

High-Context vs. Low-Context
 High-context: Meaning in context and relationships.
 Low-context: Meaning in words and data.

Tips for Intercultural Success

- ✓ Learn about other cultures.
- ✓ Avoid stereotypes and assumptions.
- ✓ Use simple, clear and polite language.
- ✓ Be patient and open-minded.
- ✓ Observe non-verbal cues carefully.

Remember!
 Respect cultural differences and communicate with clarity, patience and openness.

LESSON 14

INDIVIDUAL CULTURAL VARIABLES

Key Points

- People within the same culture can still differ in many ways.
- Individual variables affect how a person communicates.
- These variables shape perception, behavior and response.
- Understanding them helps in effective communication and teamwork.

Important Individual Variables

Age
 Generations communicate differently (values, technology and experience).

Gender
 Men and women may have different communication styles and preferences.

Education
 Education level affects vocabulary, understanding and expression.

Personality
 Introverts vs. extroverts, confidence level and openness to ideas.

Experience
 Past experiences shape attitudes and expectations.

Occupation / Role
 Job roles influence priorities, jargon and decision-making.

Why It Matters?

Recognizing individual differences helps avoid conflict, improve understanding and build strong relationships.

LESSON 15

PROCESS OF PREPARING EFFECTIVE BUSINESS MESSAGES

Key Points

- A good message is not written at once.
- It requires a step-by-step process.
- Proper planning and organization ensure clarity, completeness and effectiveness.
- The process saves time and improves the impact of the message.

Steps in Preparing a Business Message

- 1

Analyze the Situation
 Identify the purpose, audience, occasion and context.
- 2

Analyze the Audience
 Consider needs, expectations, knowledge, attitude and background.
- 3

Determine the Purpose
 Decide what you want the audience to know, feel or do.
- 4

Gather Information
 Collect facts, figures, examples and relevant details.
- 5

Organize Ideas
 Arrange information in a logical order: beginning, middle and end.
- 6

Write the Draft
 Write the message using clear, concise and accurate language.
- 7

Revise and Edit
 Check for clarity, conciseness, correctness, courtesy, concreteness and completeness.
- 8

Final Check & Send
 Proofread, format properly and send through the appropriate medium.

Remember!
 Good messages are well-planned, well-organized and well-written.

KEY TAKEAWAY (Lessons 13–15)

- ✓ Understand cultural and individual differences for effective communication.
- ✓ Follow a systematic process to prepare clear, complete and effective messages.
- ✓ Respect people, plan well and communicate with clarity and empathy.

★ INFOGRAPHIC 6 ★

BUSINESS COMMUNICATION (ENG301)





LESSON 16

THE APPEARANCE AND DESIGN OF BUSINESS MESSAGES



Key Points

- Good appearance improves readability, understanding and your professional image.
- Design helps the reader locate key ideas quickly.
- Well-designed messages save time and create a positive impact.
- Consider: Format, Headings, White space, Bullets/Numbers, Tables, Graphics, Typography and Consistency.

Principles of Good Design

 **Clarity**
Make the message easy to read and understand.
  **Emphasis**
Highlight important points using headings, bold, italics, color, or bullets.
  **Consistency**
Use the same style, fonts and formats throughout.
  **Simplicity**
Keep the layout simple and avoid clutter.
  **Organization**
Use logical order and proper spacing to guide the reader.

Elements of Design

- Font style & size
- Headings & subheadings
- Margins & alignment
- Line spacing
- Paragraph spacing

- Bullets & numbering
- Tables & charts
- Graphics & images
- White space
- Color (use carefully)

Tips

- ✓ Use standard fonts (Calibri, Arial, Times New Roman).
- ✓ Font size 11–12 for text, larger for headings.
- ✓ Use white space to reduce visual fatigue.
- ✓ Keep pages neat, clean and balanced.
- ✓ Proofread after formatting.

Remember!

First impression of your message comes from its appearance!

LESSON 17

THE APPEARANCE AND DESIGN OF BUSINESS MESSAGES (Continued)



Advanced Design Guidelines

- Use headings to show structure.
- Group related ideas in paragraphs.
- Use bullets or numbers for lists.
- Align text consistently (left alignment is easiest to read).
- Use tables and charts to present data clearly.
- Avoid long blocks of text.
- Use consistent margins and spacing.
- Ensure readability both on screen and in print.

Typography Tips

- Aa • Use one or two font families.
- Aa • Use bold for emphasis, not for long sentences.
- Aa • Use italics for titles or special terms.
- Aa • Avoid ALL CAPS for long text.
- Aa • Maintain good contrast (dark text on light background).

Using Visuals Effectively

 **Charts & Graphs**
Present comparisons and trends clearly.
  **Images/Graphics**
Use relevant visuals that support your message.
  **Tables**
Organize detailed information in rows and columns.
  **Bullets & Numbering**
Make lists easy to scan and remember.

Remember!

Good design = Clear message
+ Professional image
+ Positive reader response

LESSON 18

COMMUNICATION THROUGH TECHNOLOGY



Key Points

- Technology has transformed the way we communicate.
- It increases speed, reach, convenience and accuracy.
- Choose the right technology for the right message and audience.
- Maintain professionalism and security in digital communication.

Common Technologies Used

 **E-mail**
Fast, formal and cost-effective written communication.
  **Instant Messaging (IM)**
Quick informal communication for short messages.
  **Video Conferencing**
Face-to-face meetings across distances.
  **Telephone & Mobile**
Useful for quick, urgent and personal communication.
  **Cloud Services**
Share and store documents (Drive, OneDrive, Dropbox).
  **Collaboration Tools**
Work together on documents (Teams, Slack, Google Docs).

Advantages

- ✓ Saves time and cost.
- ✓ Global reach and 24/7 communication.
- ✓ Real-time collaboration.
- ✓ Easy storage and retrieval.
- ✓ Improves productivity.

Challenges

- ✗ Information overload.
- ✗ Security and privacy risks.
- ✗ Lack of personal touch.
- ✗ Technical issues and outages.
- ✗ Distractions and multitasking.

Remember!

Use technology wisely, communicate professionally and protect information.



KEY TAKEAWAY (Lessons 16–18)

- ✓ Good design makes your message clear, attractive and effective.
- ✓ Technology enhances communication but should be used wisely.
- ✓ Right tools + good design + clear message = Successful communication.





★ INFOGRAPHIC 7 ★

BUSINESS COMMUNICATION (ENG301)



LESSONS 19 & 20

LESSON 19

COMPONENTS OF EFFECTIVE BUSINESS WRITING



Key Points

- Effective writing is clear, complete, correct and reader-focused.
- Every component plays a role in delivering the right message.
- The goal is to inform, persuade or request with understanding.

8 Essential Components of Effective Business Writing

-  **1. Purpose**
Know why you are writing. Define your objective clearly.
-  **2. Audience**
Understand your readers' needs, level of knowledge and interests.
-  **3. Ideas**
Gather relevant ideas and facts. Stay focused.
-  **4. Organization**
Arrange ideas logically. Use proper structure and flow.
-  **5. Language**
Use clear, simple, concise and appropriate language.
-  **6. Tone**
Maintain a positive, polite and professional tone.
-  **7. Mechanics**
Ensure correct grammar, punctuation and spelling.
-  **8. Appearance**
Focus on formatting, layout, fonts, spacing and white space.

Remember!

When all components work together, your message becomes effective, professional and impactful.

LESSON 20

TYPES OF BUSINESS WRITINGS (INTERNAL & EXTERNAL)



Key Points

- Organizations communicate both internally (within the company) and externally (with outsiders).
- Different situations require different types of writing.
- Proper writing builds good relationships and a strong image.

Types of Business Writings

A. Internal Business Writings



Used within the organization to share information, instructions, policies and updates.

Examples:

- Memos
- Reports
- Minutes of Meetings
- Policies & Procedures
- Notifications
- Circulars
- Emails
- Intranet Messages

B. External Business Writings



Used to communicate with people outside the organization such as customers, suppliers, government and public.

Examples:

- Business Letters
- Sales Letters
- Proposals
- Contracts
- Press Releases
- Newsletters
- Complaints & Claims
- Emails to Clients

Guidelines for All Business Writings

-  Be clear, concise and complete.
-  Organize ideas logically.
-  Use correct grammar and punctuation.
-  Use appropriate tone and language.
-  Keep the reader's needs in mind.
-  Proofread before sending.

Remember!

Choose the right type and style of writing for the right audience and purpose.

QUICK REFERENCE GUIDE



Comparison

Lesson 19

Focuses on **HOW** to write effectively.

Lesson 20

Focuses on **WHAT** to write and **WHEN**.

Business Writing Checklists



-  Have I understood the purpose?
-  Do I know my audience?
-  Are my ideas relevant and complete?
-  Is my organization logical?
-  Is my language clear and concise?
-  Is my tone professional?
-  Are grammar, spelling and punctuation correct?
-  Is the format and appearance appropriate?
-  Have I proofread my message?

Benefits of Good Business Writing



-  Creates a positive professional image.
-  Improves understanding.
-  Builds trust and credibility.
-  Saves time and reduces errors.
-  Supports better decision-making.
-  Strengthens relationships.

Examples at a Glance



Internal (Within Organization)

Memos, reports, emails, meeting minutes, policies, notifications, circulars.



External (Outside Organization)

Letters, proposals, contracts, newsletters, press releases, emails, complaints.



Final Takeaway

Effective writing + Right type of communication = Successful business relationships and results.

★ KEY TAKEAWAY (Lessons 19–20) ★

-  Use all components of effective writing in every message.
-  Choose the right type of writing: internal or external.
-  Plan, organize, write, revise and proofread for best results.




Maha Malik's Compilation

LESSON 21

TEACHING BUSINESS SPEAKING SKILLS-III

★ Developing confident, effective and professional oral communication ★



01 BUSINESS MEETINGS



A business meeting is a gathering of two or more people in an organization for exchanging information and reaching a decision.



LANGUAGE IN MEETINGS



- Starting a meeting
- Introducing the agenda
- Inviting contributions
- Clarifying and confirming
- Agreeing and disagreeing
- Expressing opinions
- Summarizing and concluding
- Closing the meeting

TIPS FOR EFFECTIVE MEETINGS



- ✓ Be clear, concise and respectful.
- ✓ Listen actively.
- ✓ Stay on topic.
- ✓ Encourage participation.
- ✓ Summarize decisions and action points.

“Good meetings are not about talking more, but achieving more.”

02 ACTIVITIES (ROLE-PLAY & SIMULATIONS)



PURPOSE

To provide learners with realistic opportunities to practice speaking in business situations.

ROLE-PLAY



- Learners act out specific roles in a given scenario.
- Helps build confidence, fluency and empathy.
- Examples: customer service calls, job interviews, presenting ideas to a manager.

SIMULATIONS



- More complex than role-plays; they simulate real business situations.
- Involve multiple participants and decision-making.
- Examples: board meetings, product launches, crisis management.

BENEFITS

- ✓ Enhances oral fluency and accuracy.
- ✓ Develops practical communication skills.
- ✓ Improves problem-solving and critical thinking.
- ✓ Prepares learners for real-world business interactions.



03 TEACHING NEGOTIATIONS



Negotiation is a process of discussion between two or more parties to reach an agreement.



STAGES IN NEGOTIATION



- 1 Preparation
- 2 Opening
- 3 Bargaining
- 4 Closing
- 5 Implementation and Follow-up

LANGUAGE AND OTHER NEGOTIATING SKILLS



- Asking for information
- Making offers
- Countering offers
- Expressing conditions
- Agreeing and rejecting
- Persuading
- Managing conflicts
- Building rapport and trust
- Listening and observing non-verbal cues

“Successful negotiation is not about winning; it's about creating value for everyone.”



KEY TAKEAWAY

Business speaking skills are strengthened through practice, interaction and real-life applications such as meetings, role-plays and negotiations.



Practice regularly, use appropriate language and adapt to the situation for effective communication.



**LESSON
22**

TEACHING BUSINESS WRITING SKILLS-I

★ Mastering written communication for professional success ★



01 WRITING IN BUSINESS



Business writing is written communication used in and by business. It conveys information, requests action, builds relationships and supports decision-making.



TYPES OF BUSINESS WRITING



- Reports
- Proposals
- Letters
- Emails
- Memos
- Minutes
- Notices
- Advertisements

CHARACTERISTICS OF EFFECTIVE BUSINESS WRITING



- ✓ Clear
- ✓ Concise
- ✓ Correct
- ✓ Complete
- ✓ Considerate
- ✓ Coherent
- ✓ Courteous

“ Good business writing speaks the truth clearly, completes the task, and respects the reader's time. ”

02 TEACHING WRITING SKILLS



KEY FOCUS AREAS

- Understanding purpose and audience
- Organizing ideas logically
- Using appropriate tone and style
- Developing grammar, vocabulary and mechanics
- Revising and editing for clarity and accuracy

TEACHING STRATEGIES



Modeling

Show examples of good business writing.



Guided Practice

Help learners analyze and improve sample texts.



Controlled Practice

Learners write with support using structured tasks.



Free Practice

Learners write independently in real-life situations.

WRITING PROCESS



TIP

Encourage regular writing practice and feedback to build confidence and competence.



03 BUSINESS CORRESPONDENCE



WHAT IS BUSINESS CORRESPONDENCE?



It is formal written communication exchanged between individuals and organizations for business purposes.

PRINCIPLES OF BUSINESS CORRESPONDENCE



- Clarity
- Brevity
- Correctness
- Completeness
- Consideration
- Courtesy
- Confidentiality
- Consistency

FORMAT OF BUSINESS LETTER



- Sender's Address
- Date
- Inside Address
- Salutation
- Subject / Reference (if any)
- Body
- Complimentary Close
- Signature
- Enclosures (if any)

“ Effective business correspondence creates a positive impression, facilitates understanding, and achieves results. ”



KEY TAKEAWAY Business writing is a vital skill in the workplace. Teaching it through clear strategies, structured practice and proper correspondence principles leads to effective professional communication.



Practice writing regularly in different formats to develop confidence and communicate with impact.



LESSON 23

INVESTIGATING BUSINESS PRESENTATIONS

★ Planning, delivering and evaluating effective business presentations ★



01 THE BUSINESS PRESENTATION



A business presentation is a planned oral presentation that communicates information, ideas or proposals to an audience for a specific purpose.



PURPOSES OF BUSINESS PRESENTATIONS



- ✓ Inform the audience
- ✓ Persuade or convince
- ✓ Propose solutions
- ✓ Report results
- ✓ Build relationships
- ✓ Train or instruct
- ✓ Motivate or inspire

COMMON TYPES



- Informative Presentations
- Persuasive Presentations
- Proposal Presentations
- Sales Presentations
- Training / Instructional Presentations
- Status / Progress Presentations
- Motivational Presentations

“A good presentation informs, engages and inspires action.”



02 PLANNING AND DELIVERING A PRESENTATION



STEPS IN PLANNING



- 1 **Analyze the Audience**
Know who they are, their needs, expectations and background.
- 2 **Define the Purpose**
Clarify what you want to achieve.
- 3 **Determine the Topic**
Choose a relevant and focused topic.
- 4 **Organize the Content**
Arrange ideas in a logical sequence (Introduction – Body – Conclusion).
- 5 **Prepare Supporting Materials**
Use visuals, charts, handouts or multimedia.
- 6 **Rehearse the Presentation**
Practice for clarity, timing and confidence.

DELIVERING EFFECTIVELY



- Start with a strong introduction.
- Present main points clearly and logically.
- Use visual aids to support your message.
- Speak clearly with appropriate pace, tone and volume.
- Engage the audience; use eye contact and gestures.
- Handle questions confidently.
- Conclude with a strong closing statement or call to action.

TIPS FOR SUCCESS



- ✓ Know your subject well.
- ✓ Keep slides simple and uncluttered.
- ✓ Focus on key messages, not details.
- ✓ Be natural, enthusiastic and confident.
- ✓ Respect your audience's time.



03 EVALUATING BUSINESS PRESENTATIONS



CRITERIA FOR EVALUATION

- **Content**
Relevance, accuracy, clarity and depth.
- **Organization**
Logical flow and structure.
- **Delivery**
Voice, pace, clarity, confidence and enthusiasm.
- **Visual Aids**
Design, readability and effectiveness.
- **Audience Engagement**
Ability to engage and respond to the audience.
- **Time Management**
Staying within the allocated time.
- **Overall Impact**
Achievement of purpose and audience response.



FEEDBACK CONSIDERATIONS



- ✓ Be specific and constructive.
- ✓ Balance strengths and areas for improvement.
- ✓ Focus on behavior, not personality.
- ✓ Encourage self-evaluation.
- ✓ Provide practical suggestions for improvement.

“Effective presentations are not about perfect slides, but about clear ideas and meaningful communication.”



KEY TAKEAWAY

A successful business presentation is the result of careful planning, confident delivery and thoughtful evaluation. It informs, persuades and creates lasting impact.



Plan well, organize clearly.



Deliver with confidence.



Evaluate and improve continuously.

LESSON 24

TEACHING BUSINESS EMAILS AND DIGITAL COMMUNICATION

★ Communicating professionally in the digital world ★



01 BUSINESS EMAIL FUNDAMENTALS

Email is one of the most widely used tools for business communication. It offers speed, record-keeping and convenience.



ADVANTAGES OF EMAIL COMMUNICATION

- Fast and efficient
- Cost-effective
- Allows documentation
- Flexible and accessible
- Supports global communication

BEST PRACTICES

- ✓ Use a professional email address.
- ✓ Write a clear and relevant subject.
- ✓ Use proper greeting and closing.
- ✓ Keep the message concise and focused.
- ✓ Check grammar and spelling.
- ✓ Avoid using ALL CAPS.
- ✓ Respond in a timely manner.
- ✓ Be polite and professional.

“A well-written email reflects professionalism, respect and attention to detail.”



02 STRUCTURE OF A PROFESSIONAL EMAIL



1. Greeting

Use a polite and appropriate greeting.

Example: Dear Mr. Khan,



2. Opening

State the purpose of your email in the opening lines.

Example: I am writing to...



3. Body

Provide details, information or requests in a clear and organized manner. Use short paragraphs and bullet points.



4. Closing

Summarize your message or state the next steps.

Example: I look forward to your response.



5. Signature

Include your full name, designation and contact information.

Example: Best regards,

TYPES OF BUSINESS EMAILS

- **Informational Emails** – Sharing information or updates.
- **Request Emails** – Asking for information or action.
- **Confirmation Emails** – Confirming meetings, orders, etc.
- **Follow-up Emails** – Checking status or requesting response.
- **Complaint Emails** – Addressing issues professionally.
- **Thank You Emails** – Expressing gratitude and appreciation.

03 DIGITAL COMMUNICATION BEYOND EMAIL

Modern businesses use multiple digital channels to communicate effectively.



COMMON DIGITAL COMMUNICATION TOOLS



Instant Messaging

Quick real-time communication for teams.



Video Conferencing

Useful for meetings, interviews and presentations.



Collaboration Platforms

Tools like Slack, Microsoft Teams and Google Workspace.



Social Media (Professional Use)

LinkedIn and other platforms for networking and updates.



Cloud Storage & File Sharing

Sharing documents securely e.g., Google Drive, OneDrive.

KEY CONSIDERATIONS

- ✓ Choose the right channel for the message.
- ✓ Maintain professionalism online.
- ✓ Be clear, concise and respectful.
- ✓ Protect confidentiality and data.
- ✓ Understand digital etiquette.
- ✓ Respond promptly and appropriately.

“Effective digital communication enhances collaboration, builds relationships and drives success.”



KEY TAKEAWAY

Professional emails and effective use of digital communication tools are essential skills in today's business world. Clear messages, proper etiquette and the right tools lead to better collaboration and stronger professional relationships.



Write clearly.



Respond timely.



Communicate respectfully.



Use tools wisely.

LESSON 25

TEACHING BUSINESS REPORT WRITING

★ Writing clear, accurate and effective business reports ★



01 BUSINESS REPORTS OVERVIEW

A business report is a formal document that provides information, analysis and recommendations to support decision-making.



PURPOSES OF BUSINESS REPORTS

- Inform
- Analyze and interpret data
- Solve problems
- Support decisions
- Recommend actions
- Record and document activities
- Monitor progress

CHARACTERISTICS OF GOOD REPORTS

- ✓ Clear and easy to understand
- ✓ Accurate and complete
- ✓ Objective and unbiased
- ✓ Well organized and logical
- ✓ Concise and focused
- ✓ Relevant to the purpose
- ✓ Supported by facts and data
- ✓ Professionally presented

“A good report turns information into insights and insights into action.”



02 STRUCTURE OF A BUSINESS REPORT

- 1. Title Page**
Includes title of the report, author, date and organization.
- 2. Executive Summary**
A brief overview of the entire report; highlights key findings and recommendations.
- 3. Table of Contents**
Lists main headings and page numbers for easy navigation.
- 4. Introduction**
States the purpose of the report, background information and scope.
- 5. Body**
Presents detailed information, analysis, data, charts, tables and discussion.
- 6. Findings**
Summarizes key results or observations.
- 7. Conclusions**
Draws conclusions based on the findings.
- 8. Recommendations**
Suggests actions to address issues or improve situations.
- 9. Appendices**
Includes supporting documents, data, charts or reference materials.
- 10. References**
Lists all sources used in the report.

TIPS FOR WRITING EFFECTIVE REPORTS

- ✓ Plan before writing.
- ✓ Collect and organize relevant data.
- ✓ Use headings and subheadings.
- ✓ Use simple, clear and professional language.
- ✓ Support points with facts and figures.
- ✓ Edit and proofread for accuracy.
- ✓ Focus on your audience's needs.



03 TYPES, FORMAT AND PRESENTATION

TYPES OF BUSINESS REPORTS

- **Informational Reports**
Provide information on a topic.
- **Analytical Reports**
Analyze data and identify problems or trends.
- **Feasibility Reports**
Evaluate the practicality of proposed plans.
- **Progress Reports**
Show the status of ongoing projects or tasks.
- **Recommendation Reports**
Suggest actions and solutions for decision-making.

FORMAT GUIDELINES

- Use standard fonts and formatting.
- Use headings, bullet points, tables and charts for clarity.
- Ensure consistent margins, spacing and alignment.
- Number pages and sections.
- Use visuals to support key points.
- Keep the layout clean and easy to read.

BEST PRACTICES

- ✓ Know your audience and purpose.
- ✓ Present only relevant information.
- ✓ Use visuals effectively.
- ✓ Be objective and factual.
- ✓ Proofread carefully.
- ✓ Follow company or organizational reporting standards.

“Well-written reports reflect professionalism, build credibility and drive better decisions.”



KEY TAKEAWAY

Business report writing is a vital skill for professionals. A well-structured report communicates important information clearly, supports decisions and creates value for organizations.



Plan carefully.



Organize information.



Analyze and present clearly.



Recommend with purpose.

LESSON 26

TEACHING BUSINESS LETTER WRITING

Writing professional letters that communicate clearly

★ and achieve results ★



01 BUSINESS LETTERS OVERVIEW



A business letter is a formal written communication used for official purposes in organizations and professional settings.



PURPOSES OF BUSINESS LETTERS



- Provide information
- Make requests
- Give instructions
- Place orders
- Handle complaints
- Grant permissions
- Express thanks or appreciation
- Build and maintain relationships

CHARACTERISTICS OF EFFECTIVE BUSINESS LETTERS



- ✓ Clear and easy to understand
- ✓ Concise and to the point
- ✓ Courteous and professional
- ✓ Accurate and error-free
- ✓ Well organized
- ✓ Relevant and complete
- ✓ Appropriate tone and style
- ✓ Results-oriented



A well-written letter reflects your professionalism and represents your organization.

02 STRUCTURE OF A BUSINESS LETTER



1. Sender's Address

Your address at the top right (or on letterhead).



2. Date

The date when the letter is written.



3. Inside Address

The receiver's name, title, company and address.



4. Salutation

A polite greeting (e.g., Dear Sir/Madam, Dear Mr. Khan,).



5. Subject / Reference

A short line that states the purpose of the letter.



6. Body

Main content of the letter. It may have 1-3 paragraphs:

- Opening – state the purpose
- Middle – provide details
- Closing – conclude the message



7. Complimentary Close

A polite closing (e.g., Yours sincerely, Yours faithfully,).



8. Signature

Your handwritten signature (above your typed name).



9. Enclosures (if any)

Mention attachments or documents enclosed.

TIPS FOR STRUCTURING LETTERS



- ✓ Plan your letter before writing.
- ✓ Arrange ideas in a logical order.
- ✓ Use short paragraphs and simple sentences.
- ✓ Ensure a smooth flow from one point to another.
- ✓ End with a clear and positive closing.



03 TYPES, FORMAT AND PRESENTATION



TYPES OF BUSINESS LETTERS

• Inquiry Letters

Asking for information.



• Order Letters

Placing an order for goods or services.



• Sales Letters

Introducing products or services to potential clients.



• Complaint Letters

Expressing dissatisfaction and seeking redressal.



• Claim Letters

Requesting compensation for loss or damage.



• Adjustment Letters

Handling disagreements or settlements.



FORMAT GUIDELINES



- Use standard business letter format.
- Use block style (full alignment left).
- Maintain proper margins (1 inch all sides).
- Use a professional font and size (e.g., Times New Roman 12).
- Keep the letter on one page, if possible.
- Proofread for spelling, grammar and punctuation.

BEST PRACTICES



- ✓ Know your audience and purpose.
- ✓ Use positive and polite language.
- ✓ Be brief but complete.
- ✓ Avoid jargon and unnecessary words.
- ✓ Maintain a formal tone.
- ✓ Proofread before sending.

Good business letters open doors, build trust and strengthen professional relationships.



KEY TAKEAWAY

Teaching business letter writing equips learners with the skills to communicate professionally, achieve objectives and create a positive impression in the business world.



Plan and structure your letter.



Write clearly and professionally.



Choose the right type and tone.



Review and proofread carefully.

LESSON 27

TEACHING BUSINESS PROPOSAL WRITING

★ Writing persuasive proposals that win approval and business ★



01 BUSINESS PROPOSALS OVERVIEW

A business proposal is a formal document that presents a plan or solution to a problem and persuades the reader to take action.



PURPOSES OF BUSINESS PROPOSALS

- ✓ Propose ideas or solutions
- ✓ Solve business problems
- ✓ Request funding or resources
- ✓ Recommend actions or projects
- ✓ Secure approvals or contracts
- ✓ Create new business opportunities
- ✓ Build professional relationships

CHARACTERISTICS OF EFFECTIVE PROPOSALS

- ✓ Clear and well-structured
- ✓ Focused on the client's needs
- ✓ Persuasive and convincing
- ✓ Accurate and well-researched
- ✓ Feasible and realistic
- ✓ Professional in tone and style
- ✓ Outcome-oriented

“A strong proposal shows understanding, offers value, and inspires confidence in your solution.”



02 STRUCTURE OF A BUSINESS PROPOSAL

- 1. Title Page**
Includes the title of the proposal, your name/organization, date and client's name.
- 2. Table of Contents**
Lists main sections and page numbers.
- 3. Executive Summary**
A brief overview of the entire proposal; highlights the key points and benefits.
- 4. Introduction**
Introduces the background, purpose of the proposal and why it is important.
- 5. Problem Statement / Needs**
Clearly explains the problem or need the client is facing.
- 6. Proposed Solution**
Describes your suggested solution or approach in detail.
- 7. Benefits / Value**
Explains the advantages and expected outcomes for the client.
- 8. Implementation Plan**
Outlines the steps, timeline, responsibilities and resources required.
- 9. Budget / Cost Estimate**
Provides estimated costs, pricing or budget details.
- 10. Conclusion and Call to Action**
Summarizes your proposal and requests approval or next steps.
- 11. Appendices (if any)**
Includes supporting documents, charts, data or references.

TIPS FOR STRUCTURING PROPOSALS

- ✓ Understand the client's needs and goals.
- ✓ Keep the proposal concise and focused.
- ✓ Use clear headings and bullet points.
- ✓ Support claims with data and evidence.
- ✓ Highlight benefits, not just features.
- ✓ End with a strong call to action.



03 TYPES, FORMAT AND PRESENTATION

TYPES OF BUSINESS PROPOSALS

- Internal Proposals**
Submitted within an organization for approval of projects or ideas.
- External Proposals**
Submitted to clients or outside organizations for consideration.
- Solicited Proposals**
Requested by the client through an invitation or request.
- Unsolicited Proposals**
Submitted without being requested to introduce ideas or services.

FORMAT GUIDELINES

- Use standard fonts (e.g., Times New Roman, Calibri) and size (11–12).
- Maintain 1" margins on all sides.
- Use headings and subheadings clearly.
- Number pages and sections.
- Use bullet points, tables and charts for clarity.
- Keep the language professional and persuasive.
- Proofread for grammar, spelling and consistency.

BEST PRACTICES

- ✓ Know your audience and tailor your proposal.
- ✓ Focus on the client's needs, not yours.
- ✓ Show how your solution creates value.
- ✓ Be realistic about timelines and costs.
- ✓ Make it visually appealing and easy to read.
- ✓ Follow up after submission politely.

“A well-written proposal is not just a document—it is your opportunity to demonstrate value, competence and commitment.”



KEY TAKEAWAY

Effective proposal writing combines clear structure, strong content and persuasive communication to convince the reader and achieve desired results.



Understand needs.



Offer the right solution.



Show value and benefits.



Win trust and approval.