



SREENIVASA INSTITUTE of TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

CHITTOOR-517 127

DEPARTMENT OF MANAGEMENT STUDIES

ADVANCED BUSINESS COMMUNICATION LAB MANUAL

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ADVANCED BUSINESS COMMUNICATION LAB

Course Educational Objectives (CEOs):

CEO1: To elucidate communication theory and writing principles

CEO2: To prepare student to write Good news, Bad news & Persuasive news effectively

CEO3: To develop report writing skills

CEO4: To mould the student for business presentation

CEO5: To develop employability communication and skills

Learning Modules:

Module 1 - Establishing a Framework for Business Communication

Module 2 - Focusing on Interpersonal and Group Communication

Module 3- Planning and Preparing Spoken and Written Messages

Module 4- Communicating Electronically

Module 5 - Delivering Good News and Bad News Messages

Module 6 - Understanding the Report Process and Research Methods

Module 7 - Organizing and Preparing Reports and Proposals

Module 8 - Designing and Delivering Business Presentations

Module 9 - Preparing Resumes and Application Messages

Module 10 - Interviewing for a Job and Preparing Employment Messages

Module 11 – Work Place Etiquette



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Course Outcomes:

On successful completion of the course the student will be able to,		POs related to COs
CO1	Apply the communication concepts and improves competency in communication	PO1
CO2	Prepare contents for Effective delivery of Good news and Bad news	PO6
CO3	Apply the report writing skills and prepare business reports	PO4
CO4	Deliver effective business presentations	PO5
CO5	Analyses employability skills and communication	PO6

Text Books:

1. Business communication, Raymond, V.Lesikar, Neeraja Pandit et al, TMH, 2017.
2. Business communications, Shalini Varma, Vikas, 2014.

References:

1. Business communication for managers, Penrose, Raspberry, Myers, Cengage, 2007.
2. The Skills of Communication, Bill Scot, Gower Publishing Company Ltd, 2006.
3. Business communication, Meenakshi Raman, Oxford University Press, 2012.

RUBRICS FOR ABC LAB

	Excellent(3)	Good(2)	Fair(1)
Assemble (CO1)	Student successfully completes the activity, gathers appropriate data about the topic and gives effective oral presentations.	Student successfully completes the activity, gathers data about the topic and gives effective oral presentations.	Student successfully completes the activity, gathers data about the topic and gives oral presentations moderately.
Exhibit (CO2)	Learns and exhibits effective teambuilding skills through participation in group activities	Learns and exhibits reasonable teambuilding skills through participation in group activities	Learns and exhibits poor teambuilding skills through participation in group activities
Apply (CO3)	Student gains excellent knowledge in winning job interviews	Student gains moderate knowledge in winning job interviews	Student gains little knowledge in winning job interviews
Develop (CO4)	Student gains excellent knowledge in learning new concepts	Student gains moderate knowledge in learning new concepts	Student gains poor knowledge in learning new concepts
Derive (CO5)	Student develops outstanding professional and career competence skills	Student develops reasonable professional and career competence skills	Student develops deprived professional and career competence skills



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Sl. No.	List of experiments
1	Establishing a Framework for Business Communication
2	Focusing on Interpersonal and Group Communication
3	Planning and Preparing Spoken and Written Messages
4	Communicating Electronically
5	Delivering Good News and Bad News Messages
6	Understanding the Report Process and Research Methods
7	Organizing and Preparing Reports and Proposals
8	Designing and Delivering Business Presentations
9	Preparing Resumes and Application Messages
10	Interviewing for a Job
11	Work Place Etiquette

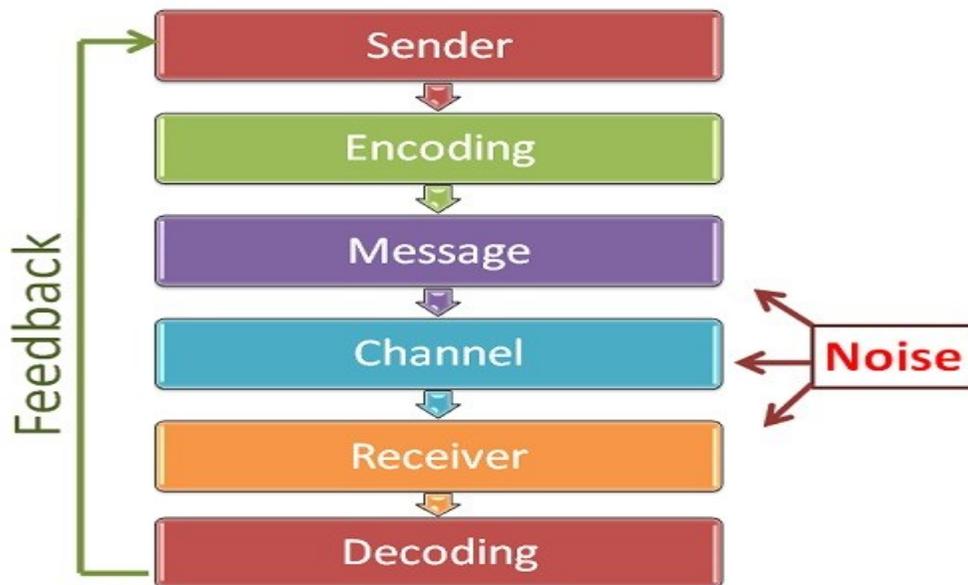


Module 1- ESTABLISHING A FRAMEWORK FOR BUSINESS COMMUNICATION

AIM: To enable student to understand a Framework for Business Communication platform to share information within and between organizations.

Framework for Business Communication

The process of exchanging information and meaning between or among individuals through a common system of symbols, signs and behavior.



Goals

As defined the Framework is designed to meet three overarching communication goals: Information, Organizational Communication and Collaboration and Implementation. The intent of these goals is briefly outlined below.

- Information: To keep stakeholders, interested parties and the public informed of progress in the development of the Cohesive Strategy.
- Organizational Communication and Collaboration: Facilitate development and implementation of organizational communication processes that enhance and sustain collaboration among stakeholders toward development and implementation of the Cohesive Strategy.
- Implementation: Provide management and oversight options for communication efforts during implementation of the Cohesive Strategy.



Roles and Responsibilities

Communication is the responsibility of every employee or individual involved. This responsibility extends beyond senior managers and officials, those designated to serve as official spokespeople or subject matter experts who have been recognized as effective communicators. By virtue of association with the Cohesive Strategy, individuals will serve as ambassadors for the overall goals.

Activity:

1. Back-to-Back Drawing

This exercise is about listening, clarity and developing potential strategies when we communicate. In communicating expectations, needs, and more, it helps to clarify and create common ground. This can show what happens when we don't...

Requirements: For this activity, you'll need an even number of participants so everybody can have a partner. Once people have paired off, they sit back-to-back with a paper and pencil each. One member takes on the role of a speaker, and the other plays the part of the listener.

Over five to ten minutes, the speaker describes a geometric image from a prepared set, and the listener tries to turn this description into a drawing without looking at the image.

Then, they talk about the experience, using several of the following example questions:

Speaker Questions

- What steps did you take to ensure your instructions were clear? How could these be applied in real-life interactions?
- Our intended messages aren't always interpreted as we mean them to be. While speaking, what could you do to decrease the chance of miscommunication in real-life dialogue?

Listener Questions

- What was constructive about your partner's instructions?



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- In what ways might your drawing have turned out differently if you could have communicated with your partner?

2. Mimes

Any number of people can participate in this very simple mime game. You'll need a list of topics for people to act out, and then invite players to break off into groups of two. In these pairs, they will take turns being a mime and being an asker. The mime reads the card, then attempts to act out what's on it (you'll first need to decide on a theme, like weather, activities, or what have you).

While the asker can pose questions, the mime can only act out their answers.

It might unearth an awareness of implicit assumptions, bringing our conscious attention to the role these play in our judgments. Potential discussion questions will help you unpack this further:

- How did your questioning skills help you comprehend what was going on?
- What value do questioning skills have when we're trying to understand others?
- What factors sometimes prevent us from asking questions when they might actually be useful?

Learning Experience:

The student able to clearly understand the key elements of an effective communication strategy move around purpose, background, objectives, target audience, messaging, and approach.



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MODULE-2: FOCUSING ON INTERPERSONAL AND GROUP COMMUNICATION

Aim:

To enable students speak effectively in formal and informal situations and to help students for overcoming stage fear.

Introduction:

Interpersonal communication involves the information, ideas, and feelings being exchanged verbally or non-verbally between two or more people. Face-to-face communication often involves hearing, seeing, and feeling body language, facial expressions, and gestures.

Group communication is the act of sending and receiving messages to multiple members of a group. In a business environment, groups often use this type of communication to exchange ideas, determine goals and motivate other members.

Important Interpersonal and Group communication skills:

- Be a good listener.
- Be aware of nonverbal cues in yourself and others.
- Keep your emotions and stress in check.
- Work to understand and empathize with others.

Principles:

Knowing the basic principles of Interpersonal Communication, such as clarity and conciseness, active listening, empathy, and mutual influence, is crucial for effective communication.

Activity: 1

Students should pair up to interview each other so that they may learn enough about the person to introduce him/her to the rest of the group.

Participant resources: Pen and paper



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Activity: 2

Group Strengths & Weaknesses

Features

This activity can prove difficult for some staff members, but it has the potential for genuine reflection and subsequent changes in the way a group of professionals work together.

All this activity requires is that participants are organized into small groups. They then are told to discuss the strengths and weaknesses of each member.

A good moderator will lead the subsequent discussion toward focusing on what makes for a good team member and a good team.

Learning Experience:

The students able to explore how to develop healthy relationships with their colleagues and work much better as a team.



MODULE-3: PLANNING & PREPARING SPOKEN AND WRITTEN MESSAGES

Aim: To enhance spoken and written skills, to enable student to introduce himself to potential employers and to deliver information clearly.

Introduction: There are many situations where you have to introduce yourself and talk about your company and job, for example at meetings, training courses, workshops, and conferences. Introductions can be very difficult, particularly in another language. Preparing a professional introduction ahead of time will give you more confidence and will help you to be more successful in your networking. This is an introductory statement that states the type of job or internship you are looking for, your skills and your related experience. Communicating your goals and key points in a clear, straightforward manner is very important.

Activity: Just a Minute

Just-A-Minute (or JAM) is an all-round-fun event that is all about the control of the mind over the mouth. A participant is expected to make it through sixty seconds of non-stop talking without hesitation, repetition, or deviation.

Just a Minute or JAM is an impromptu speech test conducted with the time limit of one minute.

Elements of JAM

Effective impromptu speaking is a skill that can be honed through constant practice and deliberate, continuous training given to the brain.

Positives and Negatives in JAM

Positives

- Snatch every opportunity to make impromptu speeches
- Visualize what you would say in every situation.
- Analyze and assimilate your ideas in the given situation.
- Organize your ideas and stick to the topic.
- Be creative and express new ideas every time.
- Follow a sequence and be brief.
- Practice the use of one word substitutes, idiomatic expressions and vocabulary.
- Vary pace, pitch and tone of voice for greater impact.



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Negatives

- Shy away from expressing your ideas.
- Seclude yourself from any situation in which you are present.
- Try and memorize what you will say.
- Deviate or detach your life experiences from your line of thought.
- Repeat the points or show lack of coherence.
- Ramble on or give too many pauses or excessively use fillers.
- Use negative, ambiguous jargon.
- Talk at or talk down but talk to your audience.

STEPS TO FOLLOW:

1. Go back to background knowledge and gather all the necessary ideas related to the topic given to you.
2. Organize the ideas in a sequential order either thematically or chronologically.
3. Express them with clarity and cohesiveness.
4. Remember the three important rules:
 - ✓ No deviation
 - ✓ No repetition
 - ✓ No hesitation

EXERCISES JAM SESSION:

- If I were invisible
- What I did during my last vacation?
- All that glitters is not gold
- Most memorable moment
- My goal in life
- Women are good managers

Student's Worksheet: Choose one of the topics given above and write at least ten sentences on that.

Learning Experience:

The students able to prepare and deliver information quickly and accurately.



MODULE 4- COMMUNICATING ELECTRONICALLY

Aim:

To enable the student to know about usage of various electronic aids effectively in business communication.

Introduction:

It includes communication that takes place only with the help of electronic media, such as computer, cell phones, LCD, Videos, television, etc. Regardless of the type of communication involved, communication remains an ever continuing process that keeps tickling all the time. It is important to human life as it is our any other day-to-day activity, such as breathing, eating, and sleeping.

Types of electronic communications

Electronic communication is any form of communication that's broadcast, transmitted, stored or viewed using electronic media, such as computers, phones, email and video. But each has specific uses and is better suited for certain scenarios.

1. Email

Although it's not the most efficient for workplace communication, especially in highly collaborative environments, email has its uses:

- Providing directions, data and links to online sources
- Sharing brief status updates
- Sending attachments
- Delivering timely information, such as a weekly newsletter to an email list

If you don't have an effective email organization strategy in place, you're wasting precious time searching through your inbox, separating junk mail from high-priority and digging for conversation strings.



2. Instant messaging and live chat

Instant messaging (IM) refers to the real-time or instantaneous transmission of messages via the internet or an internal network or server.

[IM tools such as Slack](#) and Facebook Messenger reduce, and often eliminate, the unnecessary and time-consuming back-and-forth of phone calls and emails. IM also lets you immediately raise and address issues that could otherwise languish unnoticed for days or weeks.

3. Websites and blogs

Unless potential customers know your brand well, they won't know you're in business without a website. Most people research a company or product before they visit a store or make a purchase, and often prefer transacting with businesses online.

Even if you don't have a home website, blogs can solidify your reputation as a go-to industry expert—provided you consistently publish insights that address your audience's pain points.

4. SMS/text messaging

Worldwide, [Statista](#) found that active smartphone subscriptions stand at more than 6 billion in 2021, and projects they'll surpass 7.5 billion in 2026.

This means things will continue to look up for companies taking advantage of the power of short message service (SMS) and text messaging for customer communications. Here's why:

- **Convenience:** More customers have access to it
- **Ease:** Most SMS platforms also support template use for repetitive tasks such as opt-in confirmation, order or issue resolution confirmation, appointment reminders and delivery notifications
- **Speed:** It takes only a few seconds for messages to reach vast audiences



5. Phone and voicemail

With most business communication now happening via mobile and desktop apps or cloud-based platforms, it's easy to forget the old-school phone system. Customer behavior may have evolved in response to technology, but there's still a need for a personal touch.

Voicemail systems have come a long way too. Modern voicemail services take messages and send them as text (voicemail to text) or email (voicemail to email).

6. Video

Explainer videos are short videos that highlight the features of a product or service. They're particularly helpful for potential customers researching a product or current customers trying to understand how one functions. Explainer videos can also be used for online advertising.

Advantages

Email can increase efficiency, productivity and your business readiness. Using email in business is:

Cheap - sending an email costs the same regardless of distance and the number of people you send it to

Fast - an email should reach its recipient in minutes, or at the most within a few hours

Convenient - your message will be stored until the recipient is ready to read it, and you can easily send the same message to a large number of people

Permanent - you can keep a record of messages and replies, including details of when a message was received.

Activity: Writing e-mail

Procedure:

- To: receiver's email id
- CC (carbon copy)
- BCC (blind carbon copy) a line of privacy for people concerned



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- Subject line: title of the message
- Attachments: downloading material for the receiver to read
- Body: sender's address, date, recipient's name and address, salutation, complementary close.

Discussion questions

- a. Write an email to the book seller ordering for the supply of required books
- b. Send an email to the customer informing the despatch of the goods required
- c. Write to your colleagues in your office to save all their documents in view of the changes to be made in the software.

Learning Experience:

The students develop skills to effectively communicate electronically in the business world.



MODULE- 5: DELIVERING GOOD NEWS AND BAD NEWS MESSAGES

AIM:

To help the students to learn how to write good news/bad news letter's effectively.

Introduction:

The "Good News/Bad News" letter is one of the most effective letters you can write. This letter is appropriate when you have a justified complaint and want resolution. For example, the hotel where you stayed had no hot water, and you had to shower in cold water before your business meeting. You feel you should not have to pay the full amount for the room, and you would like compensation.

To begin writing a news article you need to research the topic you will be writing about extensively. In order to have a credible, well written, well structured article, you have to know the topic well.

Who - who was involved?

What - what happened?

Where - where did it happen?

Why - why did it happen?

When - when did it happen?

How - how did it happen?

Qualities of a good news writer

The main qualities of a good news writer are the ability to search out news worthy event or idea that others may find interesting. They are clear, concise, and relate to their audience.

Characteristics of a Good News Report

There are five characteristics that every good news report should possess. These are:

1. Fairness and balance
2. Attribution
3. Brevity



4. Clarity

5. Accuracy

Writing Bad News Messages in Business Writing

In business writing, a *bad-news message* is a letter, memo, or email that conveys negative or unpleasant information—information that is likely to disappoint, upset, or even anger a reader. Also called an *indirect message* or a *negative message*.

Bad-news messages include rejections (in response to job applications, promotion requests, and the like), negative evaluations, and announcements of policy changes that don't benefit the reader.

A bad-news message conventionally begins with a neutral or positive *buffer* statement before introducing the negative or unpleasant information. This approach is called the *indirect plan*.

Sample Bad-News Message:

Rejection of a Grant Application

On behalf of the members of the Research & Scholarship Committee, thank you for submitting an application for this year's Research & Scholarship grants competition.

I'm sorry to report that your grant proposal was among those that were not approved for funding in the spring. With the reduction in grant funds caused by budget cuts and the record number of applications, I'm afraid that many worthwhile proposals could not be supported.

Although you did not receive a grant this year, I trust that you will continue to pursue both internal and external funding opportunities.

The Introductory Paragraph of a Bad-News Message

"The introductory paragraph in the **bad-news message** should accomplish the following objectives:

- (1) provide a buffer to cushion the bad news that will follow,
- (2) let the receiver know what the message is about without stating the obvious, and



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(3) serve as a transition into the discussion of reasons without revealing the bad news or leading the receiver to expect good news.

Body Paragraph(S) in Bad-News Message

"Deliver the bad news in the body of the message. State it clearly and concisely, and explain the reasons briefly and unemotionally. Avoid apologies; they weaken your explanation or position. Try to embed the bad news in a supporting, not the topical, sentence of a paragraph. Furthermore, try to embed it in a subordinate clause of a sentence. The purpose is not to conceal the bad news, but to soften its impact."

The Closing of a Bad-News Message

"The closing of a message containing negative news should be courteous and helpful.

The purpose of the closing is to maintain or rebuild good will. . . .

"The closing should have a sincere tone. Avoid overused closings such as *If you have any questions, please don't hesitate to call.* . . .

"Offer the receiver another option. . . . Presenting another option shifts the emphasis from the negative news to a positive solution."

Sample of the good news/bad news letter.

Dear Sir or Madam

I have stayed at your hotel many times during business engagements, and I have always been satisfied with the service and accommodation.

Unfortunately, during my recent visit on (date), there was no hot water available, and I had to shower in cold water before a business meeting.

I'm sure you will agree that the charge of \$xxxx for a room with no hot water is unreasonable. I would appreciate some kind of partial refund on my Visa account number xxxx xxxx xxxx xxxx, expiration date mm/yy.

Thank you for your consideration. I look forward to being a guest at your hotel again.

Yours faithfully



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Learning Experience:

The students able to write good news and bad news letter's effectively.

MODULE – 6: UNDERSTANDING REPORT PROCESS AND RESEARCH METHODS

AIM:

To enable the students to understand about report writing effectively and to know about various research methods.

Introduction:

A report is a specific form of writing, written concisely and clearly and typically organised around identifying and examining issues, events, or findings from a research investigation. Reports often involve investigating and analysing a problem and coming up with a solution. Some questions to consider include:

- Who are the readers?
- What is the purpose of the report and why is it needed?
- What important information has to be in the report?

Report Elements

To keep your report organized and easy to understand, there is a certain format to follow. The main sections of a standard report are:

Title Section: If the report is short, the front cover can include any information that you feel is necessary including the author(s) and the date prepared. In a longer report, you may want to include a table of contents and a definition of terms.

Summary: The summary consists of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all of the relevant information.

Introduction: The first page of the report needs to have an introduction. Here you will explain the problem and inform the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.

Body: This is the main section of the report. The previous sections needed to be written in plain English, but this section can include technical terms or jargon from your industry. There should



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be several sections, each clearly labeled with a subtitle. Information in a report is usually arranged in order of importance with the most important information coming first. If you wish, a “Discussion” section can be included at the end of the main body to go over your findings and their significance.

Conclusion: This is where everything comes together. Keep this section free of jargon as many people will just read the summary and conclusion.

Recommendations: This is where you discuss any actions that need to be taken. In plain English, explain your recommendations, putting them in order of priority.

Appendices: This includes information that the experts in the field will read. It has all the technical details that support your conclusions.

FORMAT FOR REPORT WRITING

Report writing can use different formats as required by the authorities, teachers, or supervisors. But a generic format is presented here, which can be used in all aspects.

The report has to begin with a ‘**Title Page**’. This should consist of the author's name, date of submission, name of the person to whom the submission is to be made, the title of the report, and the subject. It begins on the left side of the page in the following order:

Title:

Authors’ Name: Usually written in the middle of the page.

Date of submission:

Subject:

The next page includes the ‘Table of Contents’. It can also be called an Index, presented in the form of a table. Example:

S.No	Topic	Page No
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Now comes the summary which includes a short paragraph or a few paragraphs on the objectives of the report, findings of the report, the recommendation for the report, and an overview of the entire report.

Summary



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Then, the introduction is presented on the next page. It introduces the topic of the report and what readers can expect. This can be summed up in a single paragraph.

Introduction

Now, the report is discussed exhaustively. Different facts, figures, messages, and arguments are presented as a part of the body. It has to be formal in nature and can consist of multiple paragraphs.

Then, a methodology is laid out. Here, the methods used in research, and collection of information are mentioned in detail along with the processes.

After this, findings/results are presented to support the arguments.

Now, the report is concluded with a mention of all the important points touched on in the report.

At last, references are attached to show sources of factual information.

This is a general format of the report.

Business Research Process:

Most research processes follow these steps:

1. Identify what you intend to solve or improve.
2. Formulate a hypothesis regarding how to do it.
3. Review existing data on the subject.
4. Experiment to test the validity of your hypothesis.
5. Observe the results of your experiments.
6. Draw conclusions from the experiment.

Learning Experience:

This enable a student to bring self confidence in him/her to develop business reports and make him/her acquainted with the research process.



MODULE 7- ORGANISING AND PREPARING REPORTS AND PROPOSALS

AIM:

To enable the students to understand the characteristics of preparing various business reports.

Introduction:

A report is a specific form of writing, written concisely and clearly and typically organised around identifying and examining issues, events, or findings from a research investigation. Reports often involve investigating and analysing a problem and coming up with a solution.

Objectives of Report Writing:

A report is written for a clear purpose and to a particular audience. Specific information and evidence are presented, analysed and applied to a particular problem or issue. The information is presented in a clearly structured format making use of sections and headings so that the information is easy to locate and follow. The report brief may outline the purpose, audience and problem or issue that your report must address, together with any specific requirements for format or structure.

Format of a Report:

Report has two formats:

1. Memo Format, when it is written within your department or company.
2. Letter Format, when it is written for outside your company.

Steps in Writing Report

There are usually 4 parts.

1. Summary



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2. Background (which is optional and not always necessary)
3. Body (main contents) the content may even include a simple, small chart or diagram (if it contains lots of information, is complex or several pages, and then include it in the “attachments” section).
4. Recommendation or Conclusion (use either one, depending on the subject/purpose of your report).

Sample Memo Report

TO: Rajesh Gupta, Marketing Executive

FROM: Ravi Sampat, Market Research Assistant

DATE: January 14, 2019

SUBJECT: Fall Clothes Line Promotion

Market research and analysis show that the proposed advertising media for the new fall lines need to be reprioritized and changed. Findings from focus groups and surveys have made it apparent that we need to update our advertising efforts to align them with the styles and trends of young adults today. No longer are young adults interested in sitcoms as they watch reality television shows. Also, it has become increasingly important to use the internet as a tool to communicate with our target audience to show our dominance in the clothing industry.

Learning Experience:

Students can learn a wide range of valuable skills and knowledge from engaging in the activity of organizing and preparing reports effectively.



MODULE 8 - DESIGNING AND DELIVERING BUSINESS PRESENTATIONS

AIM:

To provide comprehensive guidance on designing and delivering business presentations effectively and to develop enthusiastic delivery style.

Introduction:

Successful presentations are designed to meet the needs and expectations of the audience. The information and delivery should be relevant and presented in a way so that the audience will listen and keep listening. Many presenters get caught up in the details of the topic and what they want to say, and lose sight of the audience and what they need to gain. The emphasis should be on the listener, not the presenter. You will have determined what information will appeal to them and this will increase your persuasiveness. There is no question about the importance of content.

For the Best Presentation:

Even with solid research, subject expertise, good planning and excellent facilities, some presentations fail. If a presenter does not have a confident, enthusiastic delivery style, the audience quickly loses interest and becomes bored. Research has shown that an audience's opinion of a presentation is based

- 7% from the presentation content,
- 38% from voice
- 55% from facial expressions and gestures.

To begin with, imagine that you are in the audience for your presentation. What might:

- grab your attention?
- stimulate your imagination?
- inspire your confidence?
- develop your understanding?



Presentation Style:

Presenters need to use their own personality while focusing on their delivery skills to project the professional and confident style needed to create a successful presentation.

Utilizing an interactive and lively presentation style uses nervous energy in a positive way instead of as an inhibitor. Delivery skills are comprised of effective eye contact, volume, pacing, tone, body language, word choice, and appearance.

Step 1: Identify and state the purpose of the presentation. Find focus by being able to clearly and simply articulate the goal of the presentation—what are you trying to achieve? This is helpful for you and your audience—you will use it in your introduction and conclusion, and it will help you draft the rest of the presentation content.

Step 2: Outline major sections. Next, break the presentation content into sections. Visualizing sections will also help you assess organization and consider transitions from one idea to the next. Plan for an introduction, main content sections that help you achieve the purpose of the presentation, and a conclusion.

Step 3: Draft content. Include an introduction that gives you a chance to greet the audience, state the purpose of the presentation, and provide a brief overview of the rest of the presentation. Help your audience follow the main content of the presentation by telling them as you move from one section of your outline to the next—use the structure you created to keep yourself and your audience on track.

Step 4: Write presentation notes. For a more effective presentation style, write key ideas, data, and information as lists and notes (not a complete, word-for-word script). This allows you to ensure you are including all the vital information without getting stuck reading a script. Your presentation notes should allow you to look down, quickly reference important information or reminders, and then look back up at your audience.

Step 5: Design supporting visuals. Now it's time to consider what types of visuals will best help your audience understand the information in your presentation. Typically, presentations



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include a title slide, an overview or advance organizer, visual support for each major content section, and a conclusion slide. Use the visuals to reinforce the organization of your presentation and help your audience see the information in new ways.

Delivery Skills:

Delivery skills are comprised of effective eye contact, volume, pacing, tone, body language, word choice and appearance.

Learning Experience:

The students can develop Strategies for developing professional oral presentations and designing clear, functional slides.



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MODULE 9 - PREPARING RESUMES AND APPLICATION MESSAGES

AIM:

To empower students in writing skills in order to prepare a persuasive resume.

Introduction:

A Resume is a selective record of an individual's back ground. It is a professional employment seeking document that presents a summary of an individual's education, professional training, experience, skills, achievements and references etc. A well written persuasive resume tailored to a specific job position immediately grabs the attention of an employer. There are three types of resumes, i.e, Chronological resume, Functional resume and Combination resume. The design of a resume largely depends on a person's back ground, employment needs, career goals and professional conventions in the area of specialization. The standard parts of a resume include the heading, position sought, career objective, education, work experience, specific skills, achievements, accomplishments and references.

Parts of a Resume:

The standard parts of a resume include the heading, position sought, career objective, education, work experience, specific skills, achievements, activities, interests and references.

Heading:

The heading of a resume includes contact information, which contains the applicant's name, full postal address with pin code, telephone number with area code, fax number, and e-mail address.

Position Sought:



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If applying for a solicited job position, the position sought should be mentioned so that the employer is able to distinguish the application from those who might have applied for other positions available in the company / organization.

Career Objective:

It should be a specific one-sentence focused statement expressing the candidate's career goals in relation to the targeted position. It should convey his / her motivation and interest in the job he / she is seeking.

Example: To work as a product architect in innovative software company where I will be able to use my experience in the areas of product and system architecture with expertise applications.

Profession Summary:

Some resumes may include a professional summary in place of career objective. It is a one sentence statement listing the applicant's most important qualifications, his / her essential skills, and his / her key work experience.

Education:

In this part of the resume, specific details regarding the applicant's education and professional training have to be included. The name and location of the school / college / university / institute attended, dates of attendance, major areas of study, degrees / certificates received should be mentioned. Relevant training programs, special courses, seminars and workshops that the applicant might have completed, attended or conducted should also be included. Reverse chronological order is used to list educational information.

Work Experience:

This part of a resume should provide a brief and specific overview of the applicant's work and professional experience. Work experience should be given in reverse chronological order, by listing the most recent employment first. Title of the position, employer's name or



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name of the organization / company, location of work, dates of employment, and important job responsibilities, activities and accomplishments should be included. Emphasis should be placed on those aspects of the applicant's experience that illustrate his / her capabilities and positive personality traits.

Special Skills, Abilities and Aptitudes:

In this part of a resume, the applicant's special skills, abilities and the aptitudes that are of significance and of direct relevance to the job applied for are listed.

Activities and Interests:

Extra-curricular, Co-curricular, Professional activities, and hobbies and interests must be mentioned. These activities must show that the applicant is a dynamic and energetic person who can accept challenges.

Achievements / Accomplishments / Honours:

This part should include scholarships, fellowships, awards, distinctions, certificates or anything that shows achievement or recognition. These distinguish the candidate from the rest.

References:

Some employers need references from persons who know the applicant's work or professional competence through formal and professional interaction with him / her. When applying for a solicited position where the employer wants references, the names of three persons who can give letters of recommendations or references should be mentioned. These persons may include the applicant's previous employer, teacher, immediate supervisor, research guide, colleague, subordinate and so on. The name of the reference must be mentioned, his / her designation, and full contact address should be given.

Learning Experience:

The students able to analyse and develop resumes effectively.



MODULE 10- INTERVIEWING FOR A JOB

AIM:

To enable the students to understand the strategies of the interviewers to facilitate better responses during the 'Placement' interviews.

Introduction:

An interview can be defined as “a pre-arranged and planned conversation used for evaluating the suitability of a candidate for a particular position”. Job seeking is directly related to one’s success. In this process, the resume of the candidate establishes the initial contact of the candidate with the employer. The second step is the interview. It is the key to the success of the application – the “final examination”.

Process of Interview:

Preparation for a job interview includes three time frames-“before”, “during” and “after” the interview. One way to think about the interview process is as three separate, albeit related, phases:

- the pre-interview phase which occurs before the interviewer and candidate meet,
- the interview phase where the interview is conducted, and
- the post-interview phase where the interviewer forms judgments of candidate qualifications and makes final decisions.

Stages of the Interview

STAGE 1: Introduction



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Lasting approximately two to three minutes, you are meeting the interviewers and being escorted to the interview room. It is essential that you start strong, offering a firm handshake, standing confidently, and making good eye contact. Some reports indicate that employers will make their decision to hire a candidate within the first 30 seconds of the interview! Employers may take the time to share information about their organization. Feel free to jot down notes to remember key points for future reference.

STAGE 2: Q&A

The longest portion of the interview, this is when the employer asks you questions and listens to your responses. If the interview is a 30-minute screening interview, this portion is typically about 20 minutes long.

STAGE 3: Your Questions

The employer will ask if you have any questions. This is your chance to demonstrate your knowledge of the organization by asking thoughtful questions. Always come prepared! Bring at least three questions, but also feel free to modify them based on the information you learn during the interview. Be sure to make notes as the interviewer answers your questions.

STAGE 4: Closing

During the last few minutes, take the time to end on a positive note. Reiterate your interest in the position and gather business cards from everyone present. Be sure to thank them for the invitation to interview and offer a firm handshake while making good eye contact.

Types of Employment Interviews

Structured interviews

- Lead a discussion of the purposes of the behavior-based interview.
- Discuss the advantages and disadvantages of computer-assisted interviews as an alternative to traditional face-to-face interviewing.

Unstructured interviews



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•Emphasize that the goal of an unstructured interview is to determine the applicant's ability to speak comfortably about a wide range of topics. Lead a discussion of types of unstructured interviews: stress, group, and virtual.

Virtual Interviews

•Lead a discussion as to how a virtual interview differs from a traditional one.

•How should the candidate prepare for a virtual interview? What factors would be of concern that would not figure in a traditional interview?

Preparation for an Interview

- Research the company
- Study yourself to identify how your qualifications match the job
- Be ready to provide clear, specific evidence of your qualifications
- Plan a professional appearance
- Plan to arrive several minutes early
- Practice

Sample Questions to Ask Your Interviewer

The most effective questions are those that demonstrate your sincere interest in the position and organization.

- Can you describe the organizational structure of your company/agency/organization?
- How does the area I would be working in fit into the overall organizational structure?
- Can you describe the corporate culture or atmosphere of your company?
- What kind of supervision and training would I receive?
- How will I receive feedback on my job performance?



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- Would I be working on my own, or on a team? Can I meet my team members?

Sample Interview Questions

- Tell me something about yourself. ...
- What motivates you to pursue a graduate business degree? ...
- Why do you want to join this business school? ...
- Why should we take you in? ...
- Discuss your achievements as leader. ...
- What are your strengths and weaknesses? ...

Learning Experience:

The students explored about various interview skills and techniques.



MODULE 11- WORK PLACE ETIQUETTE

AIM:

To help the students navigate the ever evolving landscape of business etiquette.

Introduction:

Work etiquette is a standard that controls social behavior expectations in the workplace. It covers a wide range of aspects among employees. Some of these include body language, behavior, technology use, and communication. Etiquette makes your work easier with and more pleasant for your fellow colleagues. When someone interrupts you while talking, arrives late for a meeting, or snatches your food from the fridge in the standard room, you begin to wonder how an individual could be so disrespectful. All of this stuff is nothing but workplace etiquette violations.

There is no universal agreement to standard workplace etiquette. It all depends on the office personality. However, specific proper workplace etiquette rules apply to almost every business.

1. Be Respectful To Your Coworkers

All of your colleagues deserve respect, even though they are not always respectful towards you. It's essential to learn to acknowledge other people's religious views, political opinions, and sexual preference. You don't have to agree with them all the time, but maintaining respect is proper etiquette.

2. Maintain Virtual Office Etiquette

Virtual meetings have become a part of our daily work routine. It is a whole another story compared to in-person meetings. Here are six simple things that you need to follow to maintain the perfect virtual workplace etiquette.



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- Take a few minutes to get appropriately dressed and brush your hair before starting your day. That's the first step to be productive while working remotely.
- When you join a virtual team meeting, speak up when you are asked to. Do not keep silent, but make sure not to interrupt when someone else is talking.
- Use attentive body language

3. Stay Accountable

Workers should hold responsibility for their feelings, words, and behavior, especially when they have made a mistake. This personal accountability is closely related to honesty and integrity and is a vital element in workplace etiquette.

4. Know What To Wear To Work

In modern workplaces, appearance is often combined with performance, and it plays a crucial role in business success.

Your professional image has exceptional value in the corporate setting. Not only does a professional outfit give you more confidence, but it also helps boost your growth and instills brand loyalty.

5. Understand Teamwork

Proper business etiquette is essential to building and sustaining a team of employees who trust, love, and value each other. It is not a good practice not to hand in your part of a project or take a personal phone call during a team brainstorming session.

6. Make Friendlier Employee Onboarding

The warm and gracious welcoming of new members of your team would help you stand out. Shake hands, introduce yourself to the newcomer, organize a team lunch, or share a cake just as a welcome treat.

7. Filter Your Speech



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For obvious reasons, a workplace is a challenging, stressful environment. Each worker has different aspirations, attitudes, and personalities. However, they together towards one common goal with different working styles, and thus, clashes will happen.

Work Place Etiquette Activity:

Networking Etiquette Role-Play and Networking Event Simulation

Objective: To teach participants the fundamentals of professional networking etiquette through interactive role-play and a simulated networking event.

Materials Needed:

1. Name tags for participants.
2. A list of networking icebreaker questions.
3. A venue or virtual platform for the networking event.

Instructions:

Preparation:

1. Select a location for the networking event (in-person or virtual).
2. Prepare name tags for participants, ensuring they include names and affiliations.
3. Create a list of networking icebreaker questions or conversation starters to provide to participants.
4. Invite participants and provide details about the networking event, its objectives, and the importance of professional etiquette.

Networking Etiquette Role-Play:

1. Divide participants into pairs or small groups.
2. Assign each group a specific networking scenario (e.g., a job fair, industry conference, cocktail party).



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3. Provide participants with role-play instructions, including their roles, goals, and any specific networking etiquette points they should emphasize.
4. Allow participants time to prepare for their role-plays.

Networking Event Simulation:

1. Host the networking event, either in-person or virtually.
2. Encourage participants to wear professional attire, exchange name tags, and act as if they are attending a real networking event.
3. Participants should engage in conversations, introduce themselves, and use the provided icebreaker questions to initiate discussions.
4. Emphasize that participants should practice active listening, exchange contact information if appropriate, and maintain a respectful and professional demeanor.

Learning Experience:

The students develop their networking etiquette skills and gain confidence in professional networking situations. It also helps reinforce the value of etiquette in building and sustaining valuable professional connections.



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REG NO:

DAY TO DAY EVALUATION OF LAB ACTIVITY:

S.NO	ACTIVITY	ASSEMBLE	EXHIBIT	APPLY	DEVELOP	DERIVE
1	Establishing a Framework for Business Communication					
2	Focusing on Interpersonal and Group Communication					
3	Planning and Preparing Spoken and Written Messages					
4	Communicating Electronically					
5	Delivering Good News and Bad News Messages					
6	Understanding the Report Process and Research Methods					
7	Organizing and Preparing Reports and Proposals					
8	Designing and Delivering Business Presentations					
9	Preparing Resumes and Application Messages					
10	Interviewing for a Job					
11	Work Place Etiquette					
	AVERAGE					