

BUSINESS COMMUNICATION

Unit 4

MBA/BBA/B.com / UGC Net

By

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Employment communication: Introduction –

Employment communication revolves around **written communication and conversation between the employer and the job-seekers**. The employer communicates with the job-seeker or prospective talents about the vacancies, company culture, perks and benefits and security, etc

Writing CVs

- A CV is a short document that **gives you a chance to show a prospective employer the best of what you've got.** It sells your skills, experience, and shows them you're the right person for the job. ... Your CV will be your first contact with employers so it's essential to get it right.

Group Discussions

Do's of participating in a GD:

- Listen to the subject carefully
- Put down your thoughts on a paper
- Initiate the discussion if you know the subject well
- Listen to others if you don't know the subject

Don'ts of participating in a Group Discussion

- Initiate the discussion if you do not have sufficient knowledge about the given topic.
- Over speak, intervene and snatch other's chance to speak.
- Argue and shout during the GD
 - Look at the evaluators or a particular group member
 - Talk irrelevant things and distract the discussion
 - Pose negative body gestures like touching the nose, leaning back on the chair, knocking the table with a pen etc

Interview skills

- Eye Contact and Expressions. When communicating, your eyes act as an indicator of how you feel
- Talk Slowly.
- Listen.
- Speak with Confidence.
- Choose your Words.
- Don't Talk Too Much.
- Consider Questions and Answer Carefully.
- Ask Them Questions

Impact of Technological Advancement on Business Communication.

Technology has forever changed the business communication landscape. We can **communicate faster, more efficiently and more conveniently**. There are new devices, tools and software coming out that continue to advance communication technology, and the existing popular technologies are constantly being updated and improved.

Business Communication networks – Intranet –
Internet – e mails – SMS – teleconferencing –
video conferencing

It is a **private network** therefore anyone can't access intranet. In intranet, there are limited number of users and it provides limited number of information to its users.

