



EFFECTIVE BUSINESS COMMUNICATION SKILLS

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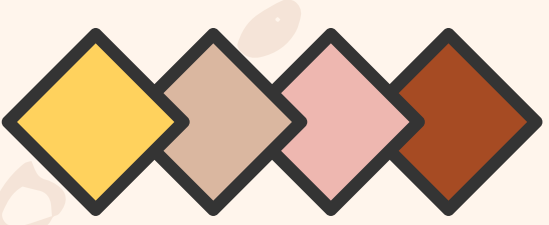
Jabatan Perdagangan

Politeknik Mersing (PMJ)



START





LEARNING OBJECTIVE



Students able to display the characteristics for effective business communication



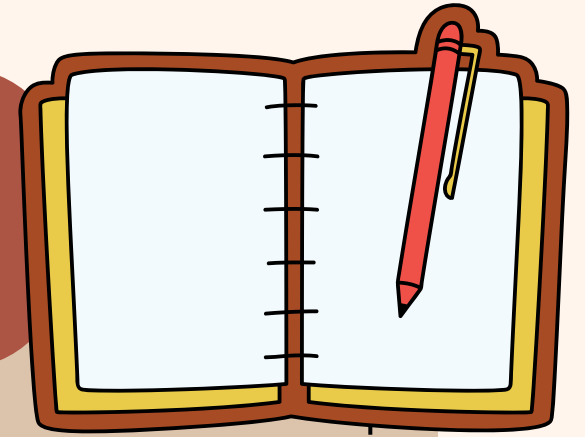
Students able to demonstrate the effectiveness of business communication skills



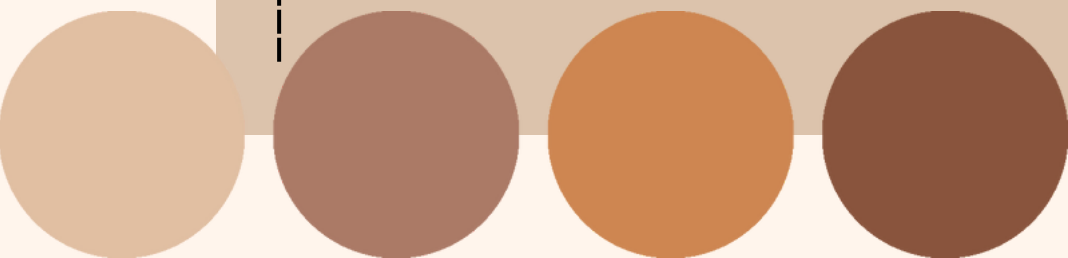
Students able to describe the principle of effective business communication



COURSE INTRODUCTION



The course focuses on the application of communication principles in achieving organisations goals. It also focus on how to be effective in communication skills.



EFFECTIVE BUSINESS COMMUNICATION SKILLS

1

Interpersonal
communication
skills

3

Public Speaking
skill

5

Listening skill

2

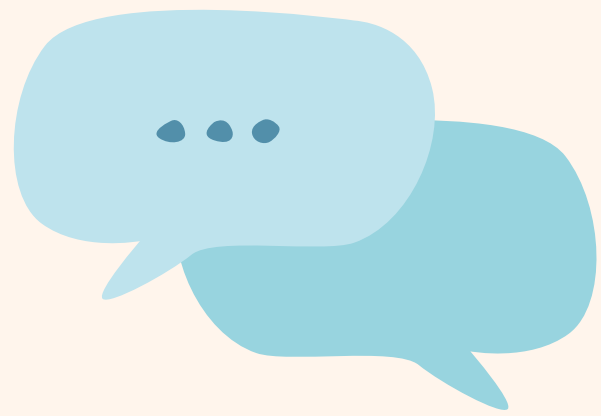
Presentation skill

4

Feedback skill

6

Information
management skill



INTERPERSONAL COMMUNICATION SKILL

1

- Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication.
- Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

PRESENTATION SKILL

2

- Presenting information clearly and effectively is a key skill to get your message or opinion across and, today, presentation skills are required in almost every field.
- Whether you are a student, administrator or executive, if you wish to start up your own business, apply for a grant or stand for an elected position, you may very well be asked to make a presentation. This can be a very daunting prospect. Our guide is designed to help.

PUBLIC SPEAKING SKILL

3

- Public speaking (also called oratory or oration) is the process or act of performing a speech to a live audience. This type of speech is deliberately structured with three general purposes: to inform, to persuade and to entertain.

FEEDBACK SKILL

4

- Feedback is essential in communication so as to know whether the recipient has understood the message in the same terms as intended by the sender and whether he agrees to that message or not.
- There are lot of ways in which company takes feedback from their employees, such as : Employee surveys, memos, emails, open-door policies, company news letter etc.

LISTENING SKILL

5

- The ability to pay attention to and effectively interpret what other people are saying.



INFORMATION MANAGEMENT SKILL

6

- Information management (IM) concerns a cycle of organizational activity: the acquisition of information from one or more sources, the custodianship and the distribution of that information to those who need it, and its ultimate disposition through archiving or deletion.
- Information management embraces all the generic concepts of management, including the planning, organizing, structuring, processing, controlling, evaluation and reporting of information activities, all of which is needed in order to meet the needs of those with organisational roles or functions that depend on information.