

# Effective Business Communications

## Chapter 1:

### Communication as a Process

#### Learning Objectives

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After studying this chapter you will be able to:

1. Identify elements of the communication process.
2. Identify the influence of behavioral science on management and communication.

## Chapter 2:

### Choosing Appropriate Words

#### Learning Objectives

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After studying this chapter you will be able to:

- Define examples of kinesic communication.
- Identify examples of meta-communication.
- Recognize examples of effective word usage.

# Chapter

# 3

## Writing Effective Sentences

### Learning Objectives

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After studying this chapter you will be able to:

- Identify simple, compound and complex sentences.
- Differentiate between positive and negative sentences.
- Recognize several techniques for emphasizing an idea.

# Chapter

# 4:

## Writing Paragraphs and Compositions

### Learning Objectives

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After studying this chapter you will be able to:

- Identify correct effective use of paragraphs for different written reports.

# Chapter

# 5:

## Planning Messages for Reader Reaction

## Learning Objectives

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After studying this chapter you will be able to:

Identify elements for planning an effective message

# Chapter 6:

## Writing About the Routine and the Pleasant

## Learning Objectives

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After studying this chapter you will be able to:

- Recognize the different types and usages of business letters.

# Chapter 7:

## Writing About the Unpleasant

## Learning Objectives

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After studying this chapter you will be able to:

- Recognize the different types of unpleasant business communications.
- Identify effective techniques of collection and credit letters.

# Chapter

# 8:

## Writing to Persuade

### Learning Objectives

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After studying this chapter you will be able to:

- Identify effective sales and persuasive written communication.
- Recognize the convincing evidence for a sales presentation.
- Identify the characteristics of a delinquent debtor.

# Chapter

# 9:

## Writing Special Letters

### Learning Objectives

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After studying this chapter you will be able to:

- Identify effective elements for condolence or sympathy letters
- Recognize the components of other unique/special communication pieces.

# Chapter

# 10:

## Preparing Personal Resumes

## Learning Objectives

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After studying this chapter you will be able to:

- Recognize the attributes of a person who deserves a job
- Identify the information and content of an effective resume

# Chapter 11:

## Writing Application Letters

## Learning Objectives

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After studying this chapter you will be able to:

- Define the basics of good job applications.
- Recognize strong components and usage of elements within an application.

# Chapter 12:

## Business Reports and Research Methods

## Learning Objectives

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After studying this chapter you will be able to:

- Recognize the nature of business reports.
- Identify different research methods.
- Recognize the logical steps in problem solving.
- Identify the best methods to collect and organize data.

Recognize organization methods to develop a better report

# Chapter Organizing Reports

13:

## Learning Objectives

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After studying this chapter you will be able to:

- Recognize the report outlining process.
- Define the steps to organize a report in logical sequences.
- Identify effective introductions, findings, conclusions and recommendations.

# Chapter Using Graphics in Reports

14:

## Learning Objectives

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After studying this chapter you will be able to:

- Recognize the advantages of tables, charts and graphs in a report.
- Define the types of charts and graphs used to present quantitative data.

# Chapter Writing the Report

15:

## Learning Objectives

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After studying this chapter you will be able to:

- Define an objective writing style.
- Recognize the proper tense, accurate nouns and pronouns.
- State the effectiveness of using common language.
- Recognize useful devices for good transitions.

# Chapter

# 16:

## Finishing the Report

## Learning Objectives

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After studying this chapter you will be able to:

- Define the factors that contribute to a finished report.
- Recognize objectivity in a report.
- Identify proper use of documentation and footnotes.

# Chapter

# 17:

## Preparing Memorandums and Short Reports

## Learning Objectives

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After studying this chapter you will be able to:

- Recognize the characteristics of a memorandum and short reports.
- Identify the useful application of memos and shorter reports.

# Chapter 18:

## Listening and Making Oral Presentations

### Learning Objectives

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After studying this chapter you will be able to:

- Recognize the principles of effective listening
- Identify detrimental listening habits

Recognize the four types of speaking styles

# Chapter 19:

## Technology in Business Communication

### Learning Objectives

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After studying this chapter you will be able to:

- Identify how the Internet and telecommunication services impact business communications
- Recognize newer technologies used in communications