



# BUSINESS COMMUNICATION I

Week 4

Lecture # 7 & 8



1. Clear

2. Concise

3. Concrete

4. Correct

5. Coherent

6. Complete

7. Courteous

# CORONA PANDEMIC: COMMUNICATION

- Awareness:
  - ✓ What is Corona?
- Prevention
  - ✓ How to avoid getting COVID-19 virus?
- Detection
  - ✓ How to find out that you have contracted the virus?
- Cure
  - ✓ What to do once you are a carrier?

# ORGANIZATIONAL COMMUNICATION

Business communication, also called organizational communication, describes all messages sent and received with the official purpose of running, managing, and conducting the formal affairs of a business or organization.

# DEPARTMENT OF MANAGEMENT SCIENCES

- Students
- Parents
- Teaching Faculty (Permanent & Visiting)
- Vice Chancellor Office
- Accounts Office
- Controller Examination



# ONLINE CLASSES DECISION

# THE ISLAMIA UNIVERSITY OF BAHAWALPUR

- Faculty of Arts
- Faculty of Education
- Faculty of Science
- Faculty of Engineering
- Faculty of Islamic Learning
- Faculty of Management Sciences
- Faculty of Pharmacy and Alternative Medicines

# TYPES OF ORGANIZATIONAL COMMUNICATION

- Formal and informal communication
- Directional communication
- Internal and external communication
- Oral and written communication

# COMMUNICATION CHANNEL SELECTION

1. You need to know whether Crystal in Reprographics can produce a rush job for you in two days.
2. You want to know what team members are available immediately for a quick teleconference meeting.
3. As human resources manager during company reorganization, you must tell six employees they will lose their jobs.
4. A prospective client in Japan wants the price quotes for a number of your products as soon as possible.

# COMMUNICATION CHANNEL SELECTION

1. You need to know whether Crystal in Reprographics can produce a rush job for you in two days. (fax, phone, and email)
2. You want to know what team members are available immediately for a quick teleconference meeting. (email)
3. As human resources manager during company reorganization, you must tell six employees they will lose their jobs. (face-to-face, letter)
4. A prospective client in Japan wants the price quotes for a number of your products as soon as possible. (phone, email, and online website)



# FEEDBACK