Learning Objectives

Upon completion of this unit, students should be able to:

1. Explain how communication flows in organizational settings.
2. Describe six strategies for communicating more effectively on the job.
3. Explain what must occur for an audience to successfully receive, decode, and respond to messages.
4. Explain four strategies for successfully using communication technology.
5. Discuss differences between ethical dilemmas and ethical lapses.
6. Discuss how to communicate effectively in teams.
7. Describe the emerging role of social networking technologies in business communication.
8. Describe the listening process and barriers that could arise at each stage of the process.
9. Discuss the importance of non-verbal communication in organizations.
10. Discuss the importance of business etiquette.

Unit Summary

This unit provides a general understanding of why good communication skills are important in business nationally and internationally, how communication in today’s business environment is enhanced through technology, why effective communication can be difficult, how communication is used in teams, and how to interact ethically in business.

It is common knowledge that lack of communication can lead to dissatisfaction at work. Violent episodes at work over the past decade erupted when barriers to communication arose among employees (Daniel, 2004). Acquiring skills that can lead to positive, rather than negative, communication are discussed in this unit.

One of the criteria that appear in almost every job description is the ability to communicate effectively. Effective messages are free from spelling, grammar, and punctuation errors. It is also important to use effective non-verbal communication. Maintaining a professional image at work is essential. As you move higher in the organization, good listening skills add to your professional image. The discussion on these concepts begins in this unit and is continued throughout the course.

At some point in your career, as a student or in the workforce, you will become a part of a team. This unit discusses how the way you communicate affects your effectiveness as a member of the team.
Some of those communication elements are easy to discern—the way you speak, the way you ask questions—and others are more subtle—the way you listen, the way you dress, the nonverbal messages you send out.

Effective teams can pool knowledge, take advantage of diverse viewpoints, and increase acceptance of solutions that the team proposes. The most important attribute of effective teams is open and honest communication, without threat of anger, resentment, or retribution. Particularly important in team settings is business etiquette. Knowing how to behave and interact with people can help you appear professional and confident.

Chapter 1 introduces you to communication within organizations and shows how important it is to adopt an audience-centered approach. You will learn how technology can be used to improve internal and external business communication. The importance of making ethical choices and how to do so is discussed in detail.

Chapter 2 addresses the advantages and disadvantages of working in teams as well as the characteristics of effective teams. Improving both your listening and non-verbal skills is also explained. The chapter ends with a discussion of business etiquette.

REFERENCE:


Learning Activities (Non-Graded)

Read and practice “Improve Your Grammar, Mechanics, and Usage” on page 33 of your textbook.