

المملكة العربية السعودية  
وزارة التعليم العالي  
جامعة المجمعة  
كلية العلوم و الدراسات الإنسانية برماح



توصيف المقرر الاتصال التجاري

رقم المقرر – دار 284

الأستاذ المشرف

د. منجي العرفاوي

السنة الجامعية 1435-1436هـ



# اسم الكتاب المقرر



« Management »

Roger Kreitner

Boston , 2000

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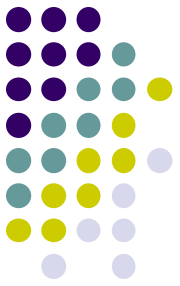
« Business concept for english practice »

Authors: Barbra Dowling & Marianna Arden

Xx<sup>th</sup> edition , 20xxx

# Learning goals

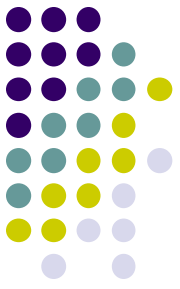
# أهداف المقرر



- Define communication in business
- Enhance communication skills (writing, oral, ...) to persuade partners (supplier, customer, administrator, ...)
- Ability to write reports, letters, ...
- Using new technology of media communication

# List of topics

# قائمة الموضوعات



- **Week 1.** Definition of communication (3h)
- **Week 2.** The importance of communication (3h)
- **Week 3.** Elements of communication (3h)
- **Week 4.** Receiver (3h)
- **Week 5.** Types of communication (3h)
- **Week 6.** Oral communication (3h)
- **Week 7.** Written communication (3h)
- **Week 8.** Communication media (3h)
- **Week 9.** Effective communication (3h)

# List of topics

# قائمة الموضوعات



- **Week 10.** Formal communication (3h)
- **Week 11.** Informal communication (3h)
- **Week 12.** Downward communication (3h)
- **Week 13.** Upward communication (3h)
- **Week 14.** Obstacles/barriers of communications (3h)
- **Week 15.** practice and conclusion (3h)

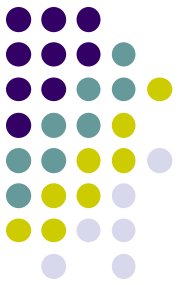
# Topic 1. Definition of communication

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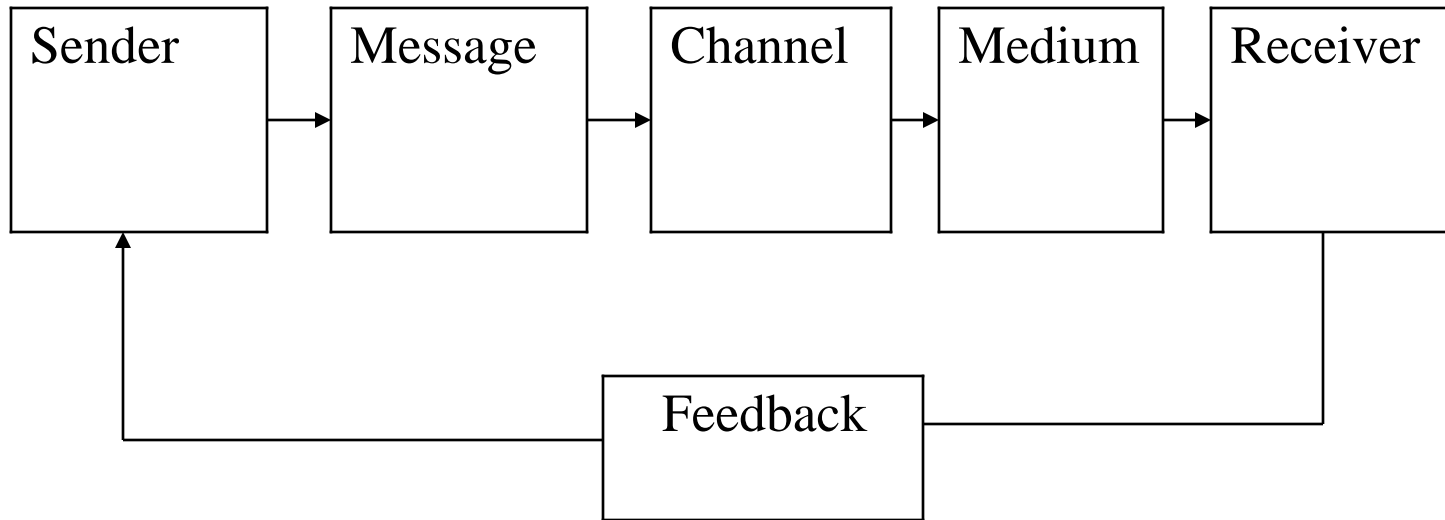
## What is communication?

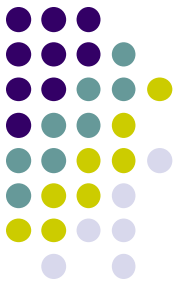
Communication is about sending and receiving information or the transmission of information and meaning from one party to another using shared symbols.



# Topic 1. Definition of communication

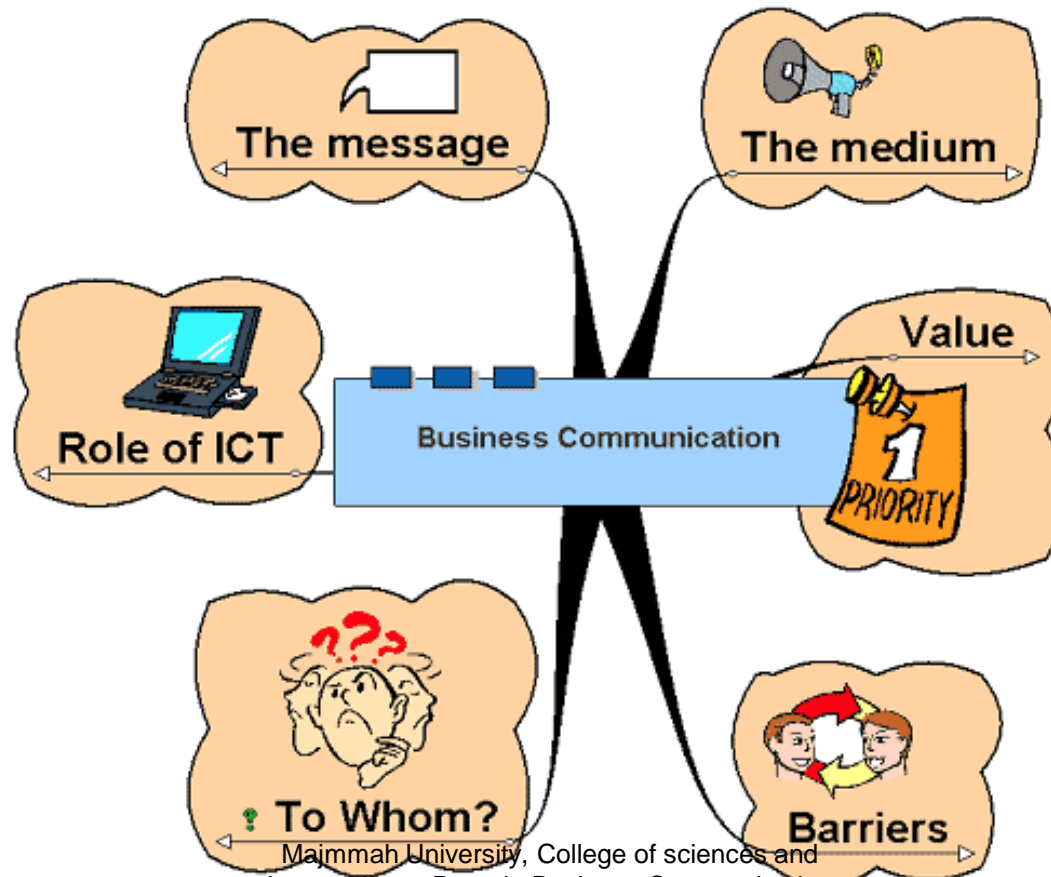
- Communication process model



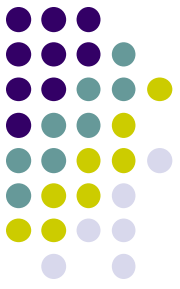


# Topic 1. Definition of communication

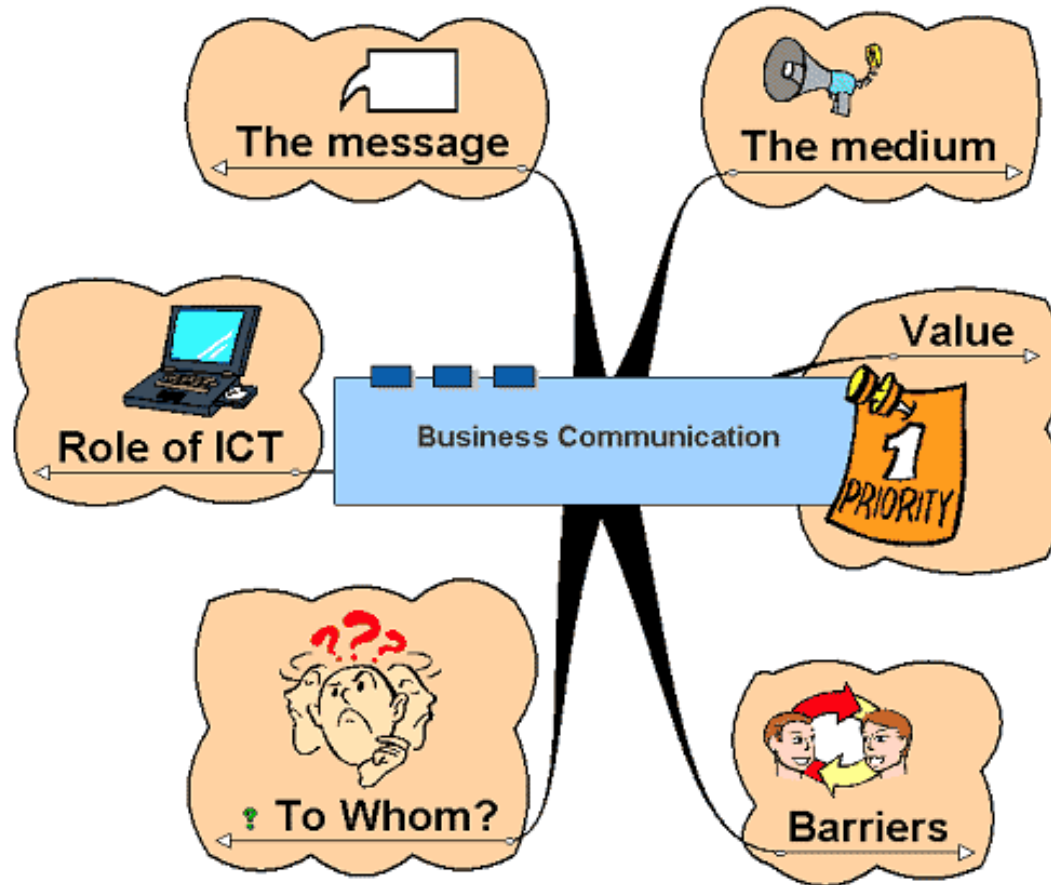
- The business communication

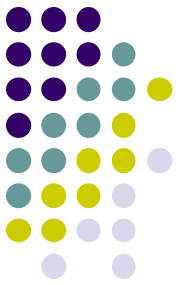




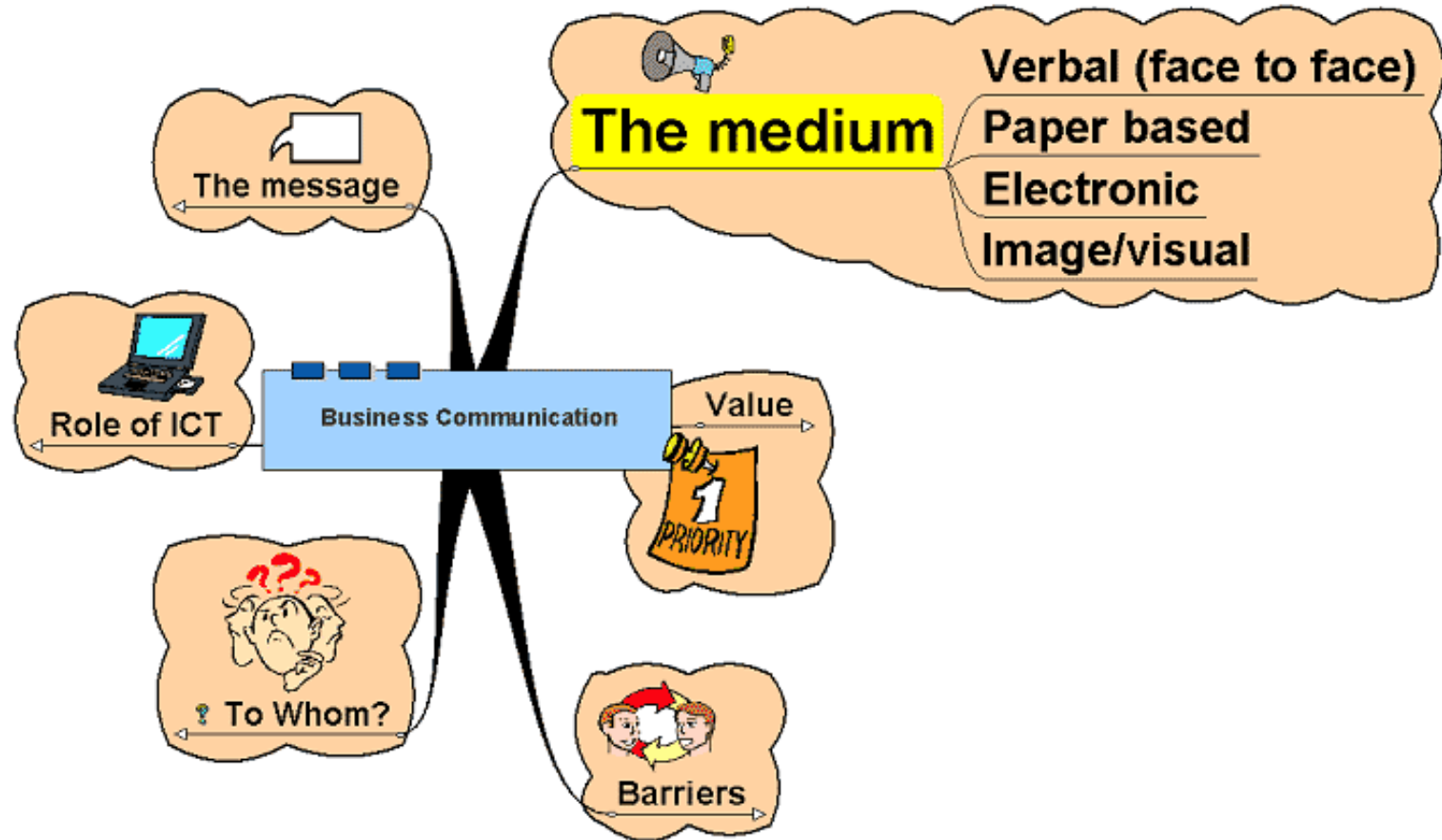


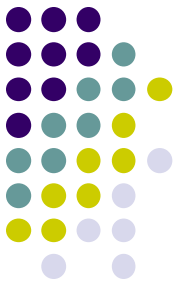
# Business Communication





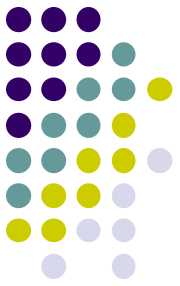
# The Medium



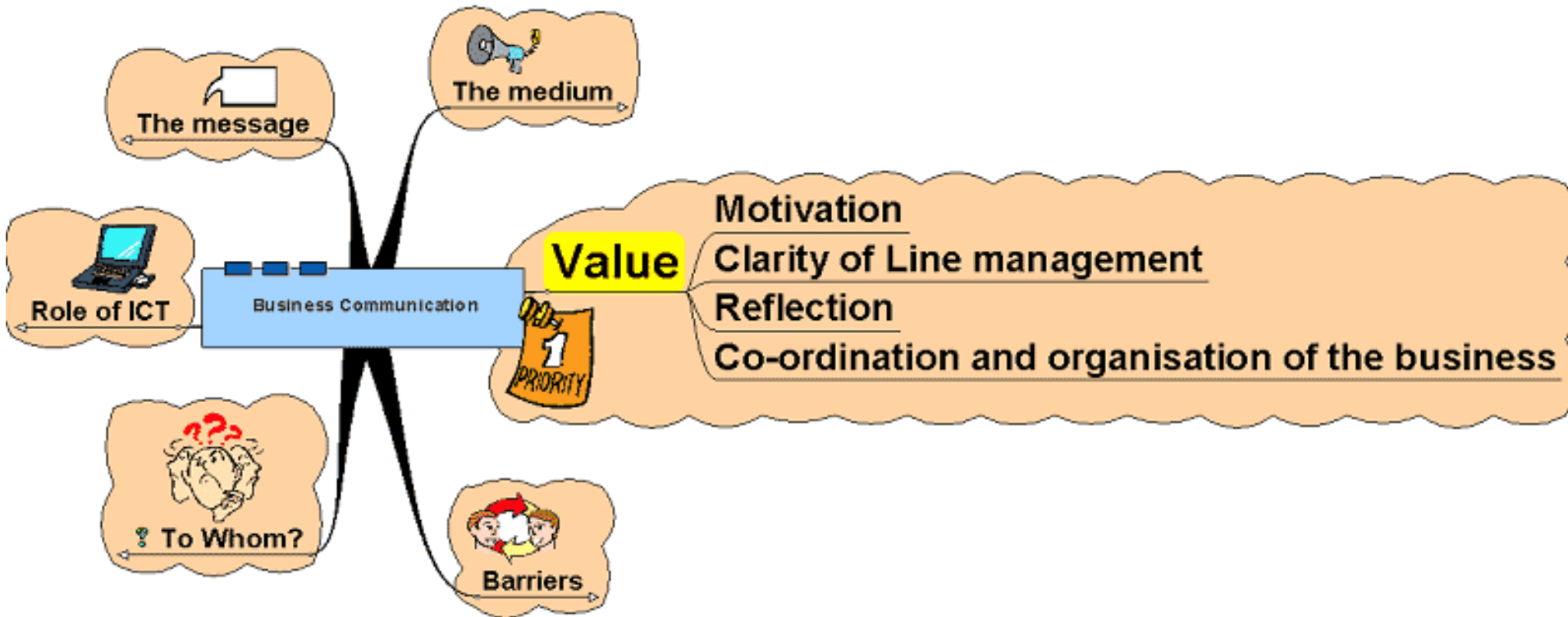


# The Medium

- How the communication is to be made
- Important to select an appropriate medium for the message:
- Need to consider the needs of the sender, the nature of the receiver and the aims of the communication
- Inappropriate medium can be a barrier to effective communication



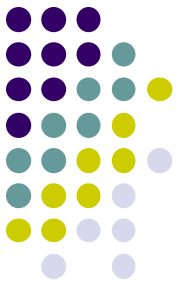
# Value



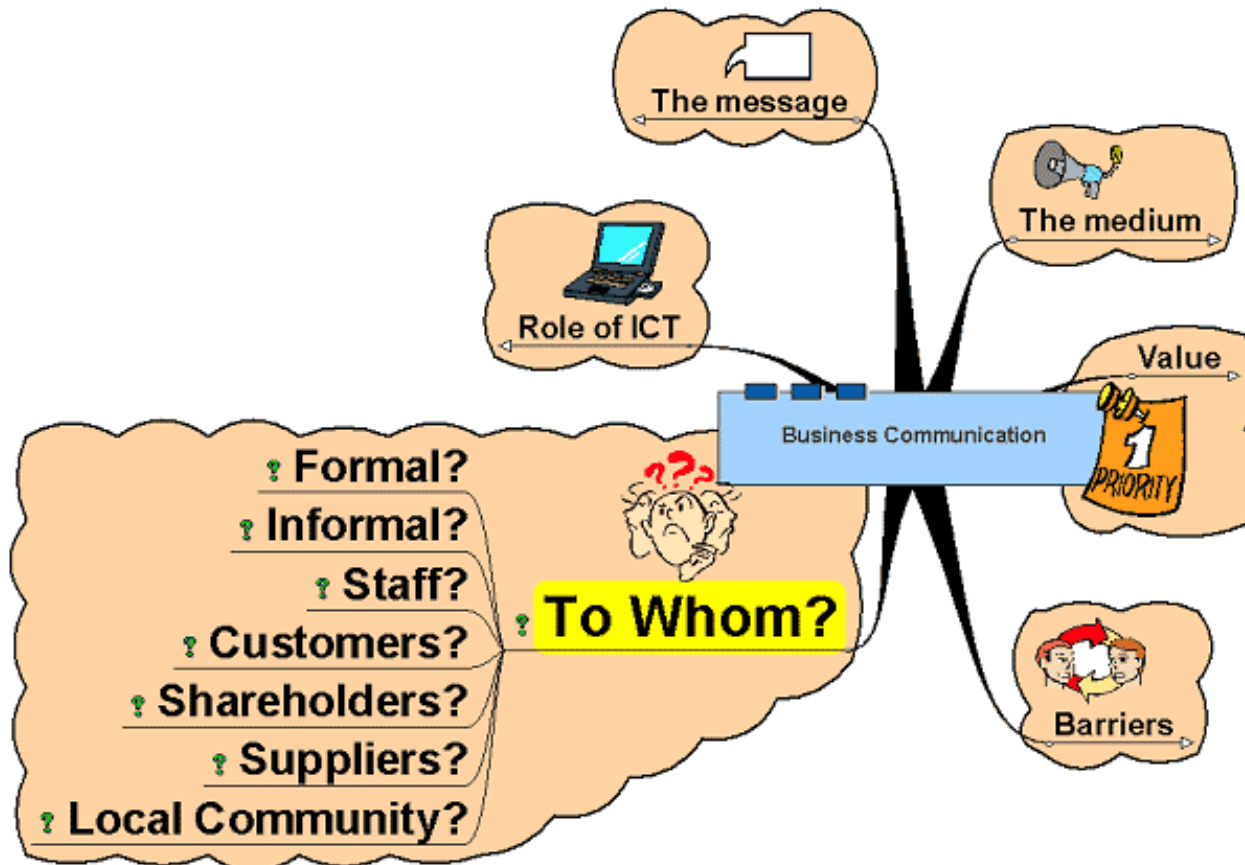
# Value

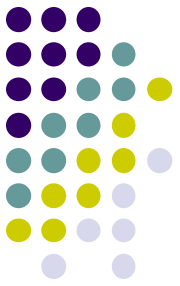


- Vast majority of problems in business are caused by ineffective communication in one form or another
- Businesses essentially human focused organisations
- Value of good communications therefore inestimable



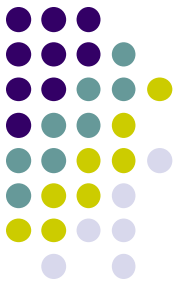
# To Whom?





# To Whom?

- Who the communication is aimed at is an important factor:
- The nature of the medium and the content may depend on who it is aimed at
- Necessity of being sensitive to the receiver
- Should communication be formal or informal?

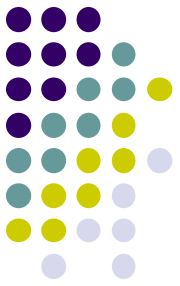


# To Whom

- **E-mail communication:**

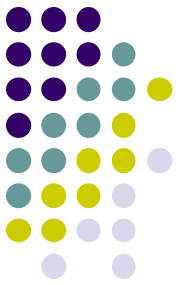
- Does it need to adhere to normal rules of spelling, punctuation and grammar?
- Is it appropriate to use text speak?
  - Is this OK 4U or is txt 1 stp 2fr?
- Are there different rules for different situations?
- How do you know what the receiver expects?
- What damage can be caused by inappropriate e-mail messages?



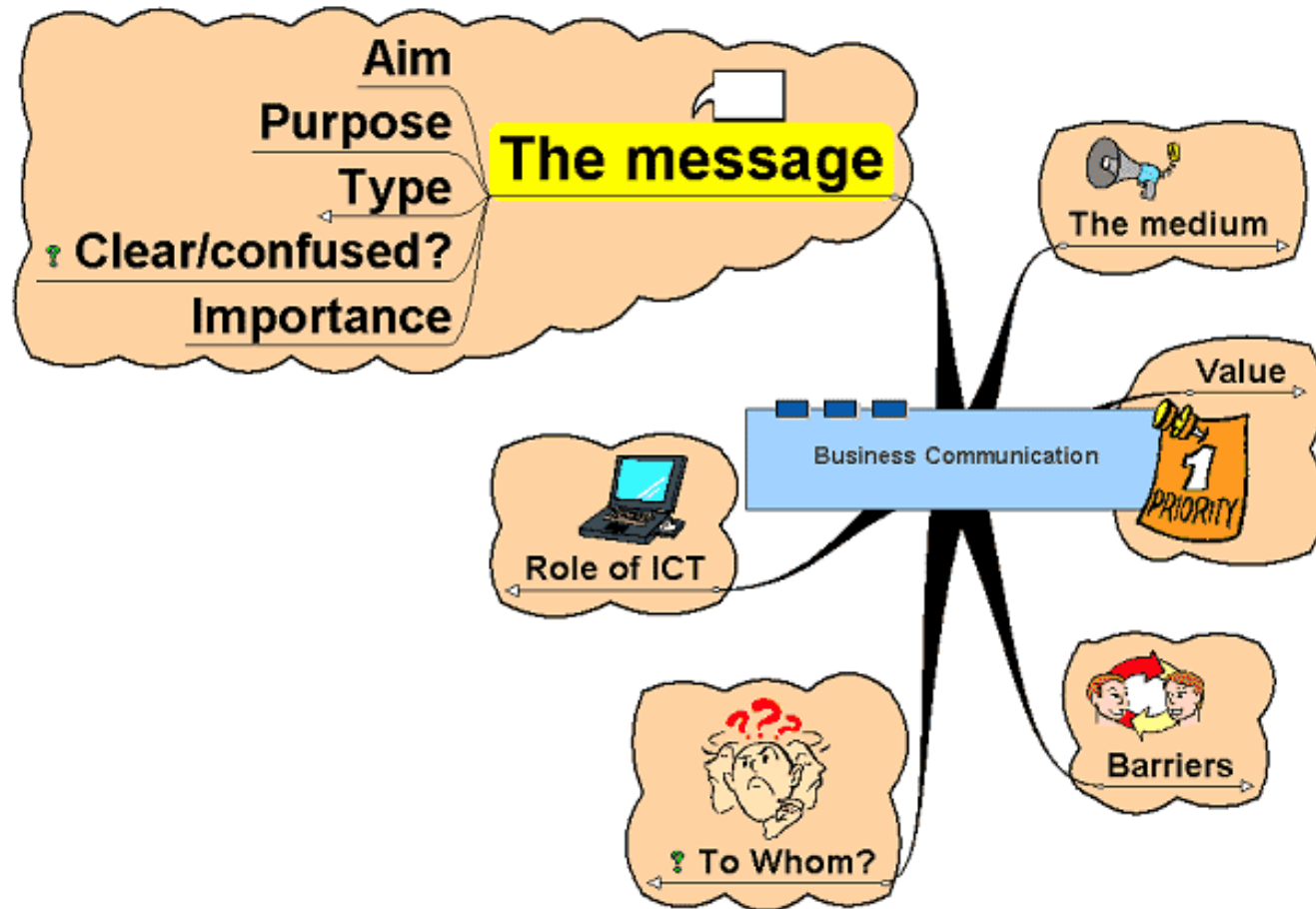


# Type

- Type of message may be an important factor in determining the medium, content, approach, etc.
- Good news?
- Bad news?
- Information?
- Instruction?
- Each of the above may require a different approach and a different medium.



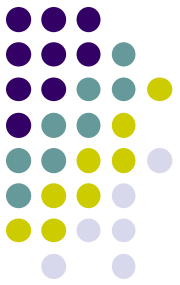
# The Message



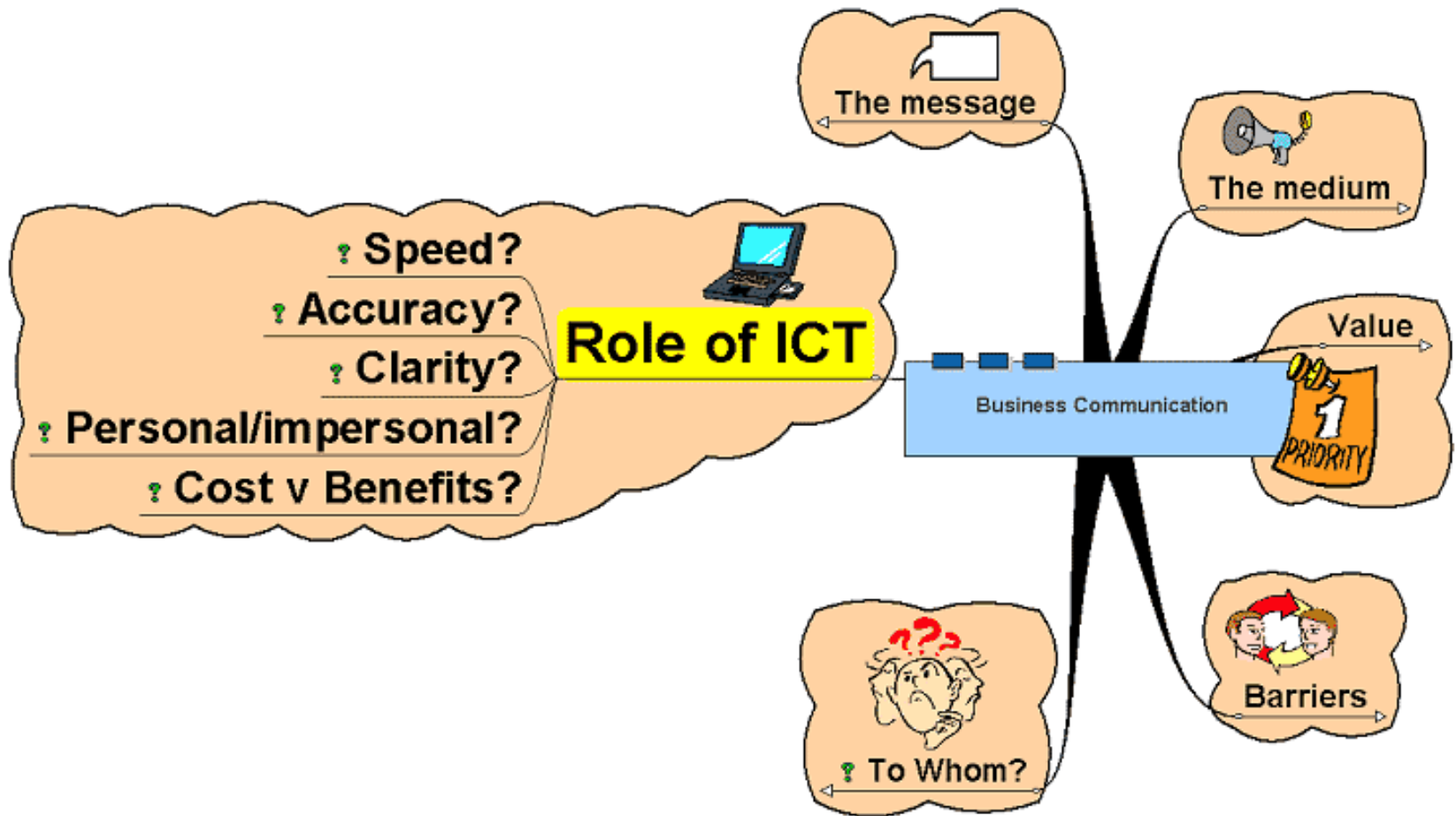


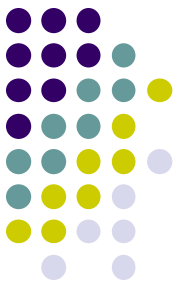
# The Message

- What is the communication designed to achieve?
- This needs to be considered carefully to judge the best method of delivery and to judge the effectiveness of the feedback as to whether the message has been successful.



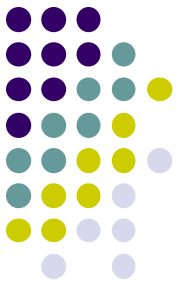
# Role of ICT



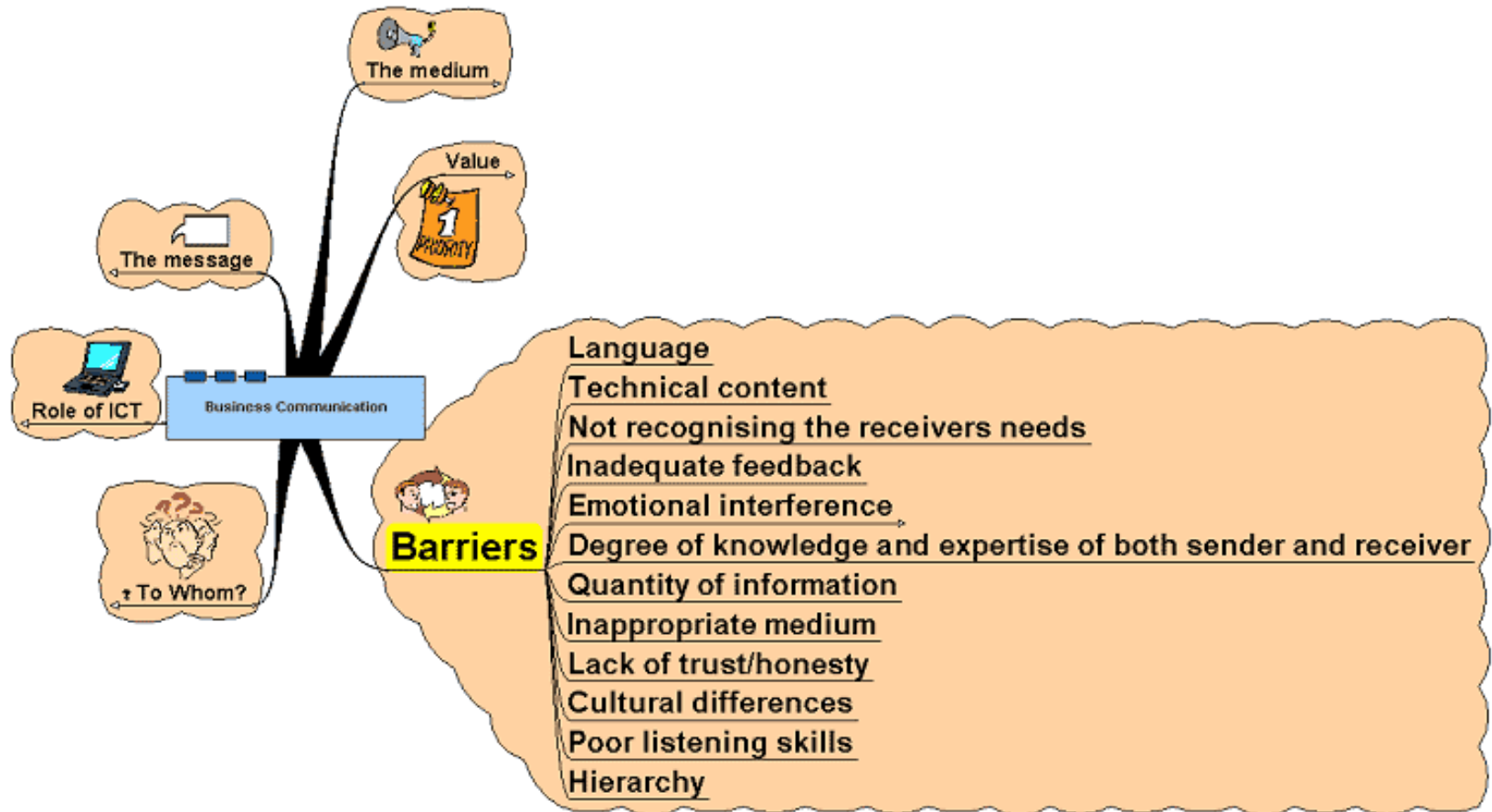


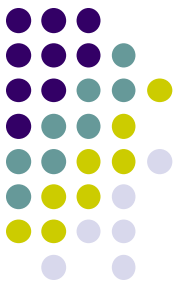
# Role of ICT

- ICT has brought many advantages but also has its limitations:
  - It enables speedy communication
  - It can be cheap and save on costs (e.g. videoconferencing)
  - It can be expensive in hardware requirements
  - It can seem impersonal
  - It can be abused (mistreated)



# Barriers



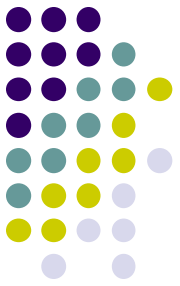


# Barriers

- Anything that prevents successful communication from occurring
- Complex and multi-layered
- Can be technical or generated by the medium used, etc. but:
- Main problem is human behaviour and psychology

# Topic 1. Definition of communication

## One-way and two-way communication



### One-way communication

- Information flows only in one direction –from the sender to the receiver with no feedback
- A much common way of communication because it is faster and easier for the sender and there is no trouble from disagreement.
- There may be mistakes in transmission of information.





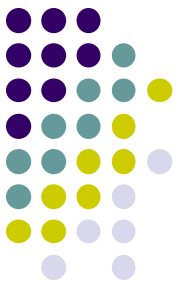
# Topic 1. Definition of communication

## One-way and two-way communication

One-way communication

Two-way communication

- A process in which information flows in two-directions –the receiver provides *feedback* and the sender receptive to the feedback.
- It is more accurate and fewer mistakes in transmission.
- But it is time-consuming and more difficult for the sender.

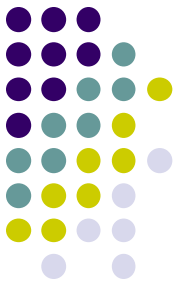


# Topic 1. Definition of communication

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- **Sender:** Responsible for encoding an intended message into meaningful symbols, both verbal and non-verbal
- **Communication Channel:** Path of communication; written, spoken, non-verbal
- **Receiver:** Decodes perceived meaning
- **Meaning:** Interpret message
- **Feedback:** reverses the process & conveys response back to sender

➔ **Key Elements of Communication Process**

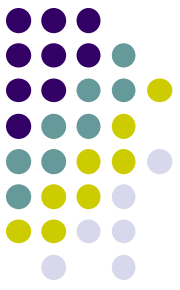


# Topic 1. Definition of communication

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## Channels of communication

- Vertical communication channels
- Lateral communication

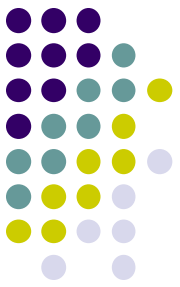


# Topic 1. Definition of communication

## Channels of communication

### Vertical communication

- Information passes downwards or upwards in the organization.
- Downward communication means that the manager tells employees about a decision that has been already made. It allows decisions to be carried out quickly.
- Upward communication refers to employees' giving feedback to the manager about the decision. It helps managers to understand employees' ideas on the decision.



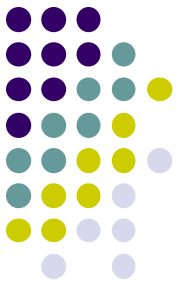
# Topic 1. Definition of communication

## Channels of communication

Vertical communication

Lateral communication

- People in the same level within an organization pass information to each other.
- It can strengthen the understanding and coordination between people in different departments.



# Topic 1. Definition of communication

## Channels of communication

Figure 1. Vertical and lateral communication

