Business Communication Second Task

Dear students…

Thank you for joining the online class. As I have said before, students who have joine online class will earn the second task. Here we go…

1. I have divided students into twelve groups consist of two-three people. Each group will translate the material of business communication.

    *) Term and condition:

    You are allowed to use a translation machine but the translations should be easy to read. It means, you have to do a further editing. Some groups will translate the same material but I believe the translation will not the same. GROUP WHICH THE TRANSLATION DOES NOT DESERVE TO BE READ OR HAVE THE SAME TRANSLATION WITH THE OTHER GROUP WILL GET PUNISHMENT.

2. Group division and material distribution

#	Members of The Group	Main Title
1	a. AGUNG MAULANA AJENG SRI LESMADIANI b. ALVHA SARIFITRI BILLY HASBI	What is Business Communication?
2	c. ANISA AMANDA IKHQWANA EDWIN NUGRAHA d. ASTUTI PARAMITHA FAKHRUR REZA	Non Verbal Communication - Actions Speak Louder than Words
3	e. FAROZ SISKA JULIANA FITROH ARFANSAH f. GHANIA YUNTAFFA DERMAWAN GIA SATRIA PUTRA	Effective Presentation Skills
4	g. GILANG INSAN PRATAMA RIZKITA CHRISTI h. GIRI CAHYA PANGESTU RYAN RISTIANTO	Effective Writing for Results
5	i. HARIANOOR PRAYOGO RIZKI FAZRUL RAHMAN	Corporate Meetings
6	j. KHAIRUL UMAM REY VICTA RIZWAR	Effective Report Writing
7	k. MOCHAMMAD ARIEF SANTOSO R. ILAFI HIJR HUNAFA NIKO YOHANES NAGARANA	Format a Resume
8	l. MOCH. ANDRIANSYAH R. TEGUH PRADITYO	Group Business Negotiations

3. You have to finish this task before TUESDAY, OCTOBER 6th, 2015. Please upload the file to the online class and also bring the printout to the class.

Thank you for your attention. Happy working and see you…

Tine A. Wulandari, M.I.Kom.

What is Business Communication?

Communication is neither transmission of message nor message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication. Business communication involves constant flow of information. Feedback is integral part of business communication. Organizations these days are verly large. It involves number of people. There are various levels of hierarchy in an organization. Greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in process of directing and controlling the people in the oragnization. Immediate feedback can be obtained and misunderstandings if any can be avoided. There should be effective communication between superiors and subordinated in an organization, between organization and society at large (for example between management and trade unions). It is essential for success and growth of an organization. Communication gaps should not occur in any organization.

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.

Business Communication can be of two types:
Oral Communication - An oral communication can be formal or informal. Generally business communication is a formal means of communication, like: meetings, interviews, group discussion, speeches etc. An example of Informal business communication would be - Grapevine.
Written Communication - Written means of business communication includes - agenda, reports, manuals etc.

Oral Communication - Meaning, Advantages and Limitations
Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Advantages of Oral Communication
- There is high level of understanding and transparency in oral communication as it is interpersonal.
- There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.
- The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- Oral communication is not only time saving, but it also saves upon money and efforts.
- Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.
- Oral communication is an essential for teamwork and group energy.
- Oral communication promotes a receptive and encouraging morale among organizational employees.
- Oral communication can be best used to transfer private and confidential information/matter.

Disadvantages/Limitations of Oral Communication

- Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
- Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- Oral communications are not easy to maintain and thus they are unsteady.
- There may be misunderstandings as the information is not complete and may lack essentials.
- It requires attentiveness and great receptivity on part of the receivers/audience.
- Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

Written Communication - Meaning, Advantages and Disadvantages

Written communication has great significance in today's business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

Advantages of Written Communication

- Written communication helps in laying down apparent principles, policies and rules for running of an organization.
- It is a permanent means of communication. Thus, it is useful where record maintenance is required.
- It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge.
- Written communication is more precise and explicit.
- Effective written communication develops and enhances an organization's image.
- It provides ready records and references.
- Legal defenses can depend upon written communication as it provides valid records.

Disadvantages of Written Communication

- Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
- Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.
- Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.
- Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.
- Too much paper work and e-mails burden is involved.

Group #2
Non Verbal Communication - Actions Speak Louder than Words

Scenario 1 – You are sitting in front of an interview panel with arms crossed. So far you have not been asked a single question, however, your crossed arms have spoken louder than the words.

Tip 1 – Never keep your arms crossed especially during formal one-on-one meetings. It suggests you are not open to feedback and could also suggest that you are trying to dominate the situation.

Scenario 2 – You are giving a presentation to a group of 20 people. You keep your gaze fixed at the centre of the class/room through the presentation – your gaze has spoken louder than your words.

Tip 2 – Your gaze at one person should not be more than 4-5 seconds while delivering a presentation/communicating with a large group unless you are addressing an individual.

Scenario 1 and 2 clearly demonstrate the importance of Non Verbal Communication.

What is Non Verbal Communication?

It is communication of feelings, emotions, attitudes, and thoughts through body movements/gestures/eye contact, etc.

The components of Non Verbal Communication are:
- Kinesics: It is the study of facial expressions, postures & gestures. Did you know that while in Argentina to raise a fist in the air with knuckles pointing outwards expresses victory, in Lebanon, raising a closed fist is considered rude?

- Oculesics: It is the study of the role of eye contact in non verbal communication. Did you know that in the first 90 sec - 4 min you decide that you are interested in someone or not. Studies reveal that 50% of this first impression comes from non-verbal communication which includes oculesics. Only 7% of comes from words - that we actually say.

- Haptics: It is the study of touching. Did you know that acceptable level of touching vary from one culture to another? In Thailand, touching someone's head may be considered as rude.

- Proxemics: It is the study of measurable distance between people as they interact. Did you know that the amount of personal space when having an informal conversation should vary between 18 inches - 4 feet while, the personal distance needed when speaking to a crowd of people should be around 10-12 feet?

- Chronemics: It is the study of use of time in non verbal communication. Have you ever observed that while AN employee will not worry about running a few minutes late to meet a colleague, a manager who has a meeting with the CEO, a late arrival will be considered as a nonverbal cue that he/she does not give adequate respect to his superior?

- Paralinguistics: It is the study of variations in pitch, speed, volume, and pauses to convey meaning. Interestingly, when the speaker is making a presentation and is looking for a response, he will pause. However, when no response is desired, he will talk faster with minimal pause.

- Physical Appearance: Your physical appearance always contributes towards how people perceive you. Neatly combed hair, ironed clothes and a lively smile will always carry more weight than words.

Tine A. Wulandari, M.I.Kom.

Business Communication Second Task

Remember, "what we say" is less important than "how we say it" as words are only 7% of our communication. Understand and enjoy non verbal communication as it helps forming better first impressions. Good luck!

Use of Body Language in Communication

Did you know that while in India or America a "fantastic" or an "ok" sign is demonstrated by forming a circle with your thumb and forefinger, in Tunisia the same symbol means "I will kill you" and in Japan it means "money"?

Kinesics or study of body language must be understood by all. Whether it is an interview or a presentation, one must be aware of how to use body language effectively.

Read on to understand more about various non verbal components of communication...

- Eye Contact: Always maintain eye contact with your audience. However, a person must ensure that he/she should not fix his gaze at one person for more than 5 seconds. Too much fluttering of eyes could indicate lack of confidence. Staring at a person could be daunting and hence is not such a good idea.

- Hand Shake: While shaking hands especially in a professional environment, the hand shake should be firm and not loose. An iron handshake [very strong handshake] can indicate that a person is trying to dominate.

- Crossing your Arms: Crossing your arms could imply that a person is not open to new ideas/opinion especially in case of giving a presentation. However, in a one-on-one interview if the interviewer has his/her arms crossed, the candidate could do the same.

- Sitting Posture: Leaning on a chair is not a good idea. One must sit upright though in a relaxed position. Sitting back in your chair implies lack of interest or rejection.

- Gesture: Gesture refers to a type of non verbal communication which uses a part of the body with or without verbal communication. Gestures include facial expressions, nods [which is a sign of approval in most cultures], head bobbling/shaking.

- Facial Expression: The face is a best reflection of what a person feels. More often than not it is easy to recognize if a person is happy, sad, anxious, irritated, or excited. It is very important that in a professional scenario a person must control his/her facial expressions. For e.g. If a presenter gets a feel that his presentation is not going on very well, he/she should not show the sign of losing of hope and instead try for a greater involvement from the participants.

Effective Presentation Skills

Presentation can be defined as a formal event characterized by teamwork and use of audio-visual aids. The main purpose of presentation is to give information, to persuade the audience to act and to create goodwill. A good presentation should have a good subject matter, should match with the objective, should best fit the audience, and should be well organized.

Characteristics of a Good/Effective Presentation

- The presentation ideas should be well adapted to your audience. Relate your presentation message/idea to the interests of the audience. A detailed audience analysis must be made before the presentation, i.e., an analysis of the needs, age, educational background, language, and culture of the target audience. Their body language instantly gives the speaker the required feedback.

- A good presentation should be concise and should be focused on the topic. It should not move off-track.

- A good presentation should have the potential to convey the required information.

- The fear should be transformed into positive energy during the presentation. Be calm and relaxed while giving a presentation. Before beginning, wait and develop an eye contact with the audience. Focus on conveying your message well and use a positive body language.

- To communicate the desired information, the speaker should use more of visual aids such as transparencies, diagrams, pictures, charts, etc. Each transparency/slide should contain limited and essential information only. No slide should be kept on for a longer time. Try facing the audience, rather than the screen. The speaker should not block the view. Turn on the room lights else the audience might fall asleep and loose interest. Organize all the visuals for making a logical and sound presentation.

- A good presentation must be planned. The speaker must plan how to begin the presentation, what to speak in the middle of presentation and how to end the presentation without losing audience interests at any point of time.

- Rehearse and practice the presentation. This will help the speaker to be more confident and self-assured. The more the speaker rehearses the better the presentation turns to be.

- The speaker should encourage more questions from the audience. He should be honest enough to answer those questions. If any biased question is put forth by the audience, rearticulate it before answering.

- Summarize the presentation at the end. Give final comments. Leave a positive impact upon the audience.

- The speaker must have a presentable appearance while giving a presentation. The speaker should stand with feet far apart maintaining a good balance. He must use confident gestures. He must use short and simple words.

- Try to gain and maintain audience interest by using positive quotes, humour, or remarkable fact.

- The speaker must be affirmative and optimistic before giving presentation. He should ensure all tools and equipments to be used in presentation are working well.

- The speaker must state the objectives of the presentation at beginning of the presentation.

How to make a Great Presentation?

Here are few tips to ensure a great presentation...

- State the Objectives: A presenter must ensure that he/she understands the purpose of the presentation. Sometimes a good presentation fails to make an impact because the audience is not clear what the presentation is about. A good way to start a presentation is to clearly state/mention/include the objectives in the presentation.

- Analyze your audience: The presenter must find more about his/her target audience. Whether the audience has a specific educational background or whether they are from upper middle class or middle class. Basis the topic/theme of the presentation, it is very important to know some specific details of the target audience. This also helps to create a rapport with the audience during the presentation.

- Avoid heavy text on PowerPoint slides: Usually presentations are associated with PowerPoint slides, however, it is always advisable to use a blend of various forms of learning. It could be a fun activity, a short quiz, or small story. More often than not, these are the learning methods that generate interest of the target audience. If you still wish to use slides, write 10 or less words in each slide. Use bullet points wherever possible. More words on one slide carry a risk with them - the audience will get busy in reading what is written than what the presenter is saying or the audience might just get bored by seeing a lot of words.

- Rehearse... Rehearse... and Rehearse: The feeling is quite different while a presenter is presenting LIVE than when he/she is just practicing in a closed room. It is a good idea for the presenter to practice at the venue [if possible]. This helps him get familiar with the place and the surrounding. Also, a presenter should make as many notes as possible and also think of possible questions that might come up during the course of presentation.

- Revisit the objectives: Once the notes have been made, a presenter must critically analyze the presentation with respect to the objectives of the presentation. He should ask himself questions like - "Does this presentation match the objectives stated?", "Is this presentation flowing logically?" In today's market scenario, if a person is able to think, write, and present persuasively, he has won half the battle.

Effective Writing for Results

While writing to a friend, colleague, client, or a business partner, the content must be clear, concise, persuasive, accurate, and confident. Read on to know some tips for making the letter/memo/presentation worthwhile.

- Avoid being verbose: Choose shorter words and sentences. For e.g. "I wanted to bring to your notice that the meeting has been cancelled". [10 words] This sentence could be rephrased as "Please note the meeting has been cancelled". [7 words]

- Use objective subject lines: The subject of the memo/letter/e-mail should be objective and should reflect the content of the message. For e.g. "Tips on Effective Writing for Business" conveys to the reader that the message content will be related to information on effective writing.

- Decide your audience: It is advisable to write to one set of audience as writing to different professionals would require choosing correct verbiage which is understood by different professionals in the same way. Also, do not use words which are very technical and can be understood only by a specific audience.

- Request for action: Never leave the reader guessing "what next?" He or she should know what is expected out of him/her. Close your mail/letter with the action you are expecting the reader to take.

- Share companywide messages with a strategy: Do not overload employees with a lot of text heavy mails. Divide the message. For e.g. If a company has set up a videoconference room, the Corporate communication Team should sent out the first message announcing the launch, the second message on how to use the equipment, and the third message on how to block the conference room for client meetings and calls.

- Logically format a document: Ensure that the content in the message is linked to the subject and to the content below and above it. There should be a logical connection in various paragraphs included in the document.

- Be Persuasive: Address one reader rather than many as it increases the focus and also creates accountability of the reader.

- Engage the audience: Talk to the audience. For e.g. Rather than saying, "There will be two ways for calculating the cost." The sender of the message could say, "Financial Analysts can choose one of two procedures to calculate the cost."

- Check before you send: Always proofread the mail/memo/document that is to be sent. Remember the first draft is not always the final draft. Do not only check for content, but also, check for formatting, subject lines, audience, and attachments.

- Execute with confidence: Do not be fearful while sending the communication. If a reminder needs to be sent, it should be sent. Do not try to send it to a group, rather send it to those who haven't sent the reports so far. For e.g. In case you are following up on a report you asked for, address the audience as "Thank You X, Y, Z for sending the reports. We are still awaiting reports from A, B, and C. Request you to send them latest by 4:00 PM today

Business Communication Second Task

Writing Effectively to Get a Job/Potential Client

In today's competitive world, a good writing must engage a reader. Whether it is a proposal or a resume, the reader must feel involved in the write-up.

Read on to get tips on how to write better while applying for a job or for a business....

- Start with something interesting: In today's market scenario where several resumes are lying at the desk, why does a particular resume gets picked than the others in the lot? Thinking... It is because the resume has a cover letter/introductory note that makes it saleable. A summary of a candidate's profile is always better than a simply stated one line objective which merely talks about a candidate's aspiration and does not tell about his/her profile summary.

- Add a personal touch: While writing to potential clients for business, ensure that the content is customized as per the client's profile and requirement. This helps creating a special bond with the reader.

- Give examples and not just adjectives: A candidate must mention a relevant example to demonstrate or justify the adjectives included in the resume. For instance, if he/she talks about his strength in area of team management, he/she should mention an example on how well a team was handled. Avoid giving micro level details, however, mention about achievements/recognitions.

- Leverage numbers: A candidate must back-up achievements/adjectives stated with numbers. Same goes for the corporate looking for business. Numbers form a strong base for generating commitment. A percentage movement showing improvement in performance or scores always catches attention of the readers.

- Avoid jargons: If a candidate is applying in a completely different industry than the one he has worked before in, he should avoid/not use jargons which are not relevant to the new industry. Jargons tend to confuse people and there is a possibility of the message being lost. In case a jargon is to be used, the expanded form should also be mentioned. For instance a jargon EMS should be written in a statement as "Employee Measurement System [EMS]".

- Do not misrepresent data: Write with integrity. Whether it is numbers or years of experience or sales volume - all facts stated should be true.

- Communication Skills: Ensure that the document is error free - no spelling or grammatical mistake. Always proof read the document/proposal or get it read by a friend/colleague.

- Follow-up: Most of the times a candidate submits a resume or a proposal to a prospective client and does not follow-up. Remember, there are several other resumes and proposals which are lying at the desk. A candidate needs to ensure that a prompt follow-up [read "not too much"] should be done.

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Group #5
Corporate Meetings

Corporate Meetings are very crucial part of business activities. They are a significant means of formal communication. Meetings are a venue for generation of new and innovative ideas. These meetings are multipurpose in nature actually. They aim at discussing feedback and receiving feedback on the spot. The information of prior importance is given during meetings. They are a true means of conveying feelings and expressions. Meetings involve people of the company. Meetings, thus, encourage participation and motivate them. Participants in a meeting, if given responsibility, turn out to be more productive and contribute to organizational success.

Corporate Meetings thus turn out to be a place where various aspects of business management are discussed- the performance of the company, the mission and vision of company, the weaknesses of company, the obstacles faced and how to overcome them. Effective meetings involve presentations and lead to personality development. Efficient meetings save time, money and resources of the company.

While conducting business meetings, certain things have to be taken care of. Decisions should be based on facts and based on circumstances, they shouldn't be based on presumptions. The participants should be optimum in number, not too much. Don't go off track or don't forget the agenda of the meeting. Avoid distractions during meetings, such as- looking here and there, talking on phone, fiddling, etc. Decision-making should be unambiguous. Don't waste time waiting for latecomers. Start discussion on time.

A successful and effective business meeting is one which is well planned. It should be planned well in advance that who all would be the participants in meeting, the time, venue, and agenda of meeting. The agenda of the meeting should be clear to all. Do not try to make a fish market in meeting. Respect everyone's views. Respect the leader. Try and co-operate. It has to be ensured that the decisions that are reached through a meeting should be implemented. Also, all participants must get minutes at the end of meeting.

Corporate Meetings tell where the company is and where is it heading. They are communication drivers behind organization's success. Successful Corporate Meetings are productive, creative, well- focused, timely and well-led.

How to Conduct a Meeting?

Communicating in a meeting is an essential part of effective communication. Some meetings are not conducted in an efficient manner due to which they fail in accomplishing the sole objective of the meeting. It may be because:

- They do not involve participation of all, or
- They may be too long, or
- They may be unsystematic, or
- They may lack a clear agenda, or
- They may not begin on the planned time, or
- They may end without any conclusion.

As a result, such meetings lead to agitation and sheer wastage of time. In order to ensure effectiveness of a meeting, it must be planned, systematic and rational.

The process of running an effective meeting includes the following steps:

o Plan the meeting: Plan the meeting in advance. With the plan clear in mind, the objective of the meeting can be well accomplished. Planning includes-

Outline the objective of the meeting.
Decide the attendees/participants of the meeting.
Plan an agenda for the meeting, i.e., the topics to be discussed, the sequence in which they will be discussed, in how much detail they will be discussed, the time given to each agenda topic, etc.
Plan the starting time of the meeting, plan for the breaks, and also plan the approximate time by which the meeting should end.

- Announce/declare the meeting: After planning the meeting and before actually beginning the meeting, the participants should be delivered a message/memorandum to make them aware and ready for the topics to be discussed in the meeting. Give each participant responsibility for the agenda item. Issue the agenda.

- Conduct the meeting: Be punctual. Try and arrive before time for the meeting. The meeting should begin on time. State the objective of the meeting in the very beginning so that all are clear with the purpose of the meeting. Give a brief introduction of the members/participants so that all are familiar. Circulate notes and handouts. Involve all attendees during the discussion. Encourage new ideas from the participants. Respect their ideas. Ask for a feedback. Make sure that there are no distractions during the meeting (such as ringing cell phones, or participants fiddling with pen, or gossiping, etc.). Give a quick review of the issues discussed in the meeting. Make sure that all the issues are discussed within the time frame. If time does not permit discussion of all issues, ask the participants if they are comfortable in discussing those issues in next meeting. Fix and decide upon the time for the next meeting.

- Evaluate the meeting: Assess the meeting after it is conducted. Distribute an evaluation form to all participants which provides you a feedback on the effectiveness of the meeting. To get credible and honest feedback, do not give a space for name of the attendee on the form. Ask questions such as whether the objectives of the meetings were well met, did it involve participation of all, which part of the meeting did the attendee found most constructive and which part of meeting was not significant.

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Group #6
Effective Report Writing

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What is Report Writing?

A report can be defined as a testimonial or account of some happening. It is purely based on observation and analysis. A report gives an explanation of any circumstance. In today's corporate world, reports play a crucial role. They are a strong base for planning and control in an organization, i.e., reports give information which can be utilized by the management team in an organization for making plans and for solving complex issues in the organization.

A report discusses a particular problem in detail. It brings significant and reliable information to the limelight of top management in an organization. Hence, on the basis of such information, the management can make strong decisions. Reports are required for judging the performances of various departments in an organization.

An effective report can be written going through the following steps-

- Determine the objective of the report, i.e., identify the problem.
- Collect the required material (facts) for the report.
- Study and examine the facts gathered.
- Plan the facts for the report.
- Prepare an outline for the report, i.e., draft the report.
- Edit the drafted report.
- Distribute the draft report to the advisory team and ask for feedback and recommendations.

The essentials of good/effective report writing are as follows-

- Know your objective, i.e., be focused.
- Analyze the niche audience, i.e., make an analysis of the target audience, the purpose for which audience requires the report, kind of data audience is looking for in the report, the implications of report reading, etc.
- Decide the length of report.
- Disclose correct and true information in a report.
- Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.
- Concentrate on the report structure and matter. Pre-decide the report writing style. Use vivid structure of sentences.
- The report should be neatly presented and should be carefully documented.
- Highlight and recap the main message in a report.
- Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.
- Use graphs, pie-charts, etc to show the numerical data records over years.
- Decide on the margins on a report. Ideally, the top and the side margins should be the same (minimum 1 inch broad), but the lower/bottom margins can be one and a half times as broad as others.
- Attempt to generate reader's interest by making appropriate paragraphs, giving bold headings for each paragraph, using bullets wherever required, etc.

Checklist for Effective Resume Writing

A resume is also known as CV or curriculum vitae. Resume is an influential and credible summary of an individual's employment qualifications. There is no standard format for a resume. It gives an idea to the reader that how you can be an asset to their organization. A resume should be:

- Neat
- Have factual and relevant information
- Self describing
- Clearly indicate why you are best suited for this job
- Up to date

Resumes should be written not for yourself but for the reader. A good resume must be properly planned, drafted and finally revised. Regard your resume as work in progress and give it a polish every couple of months. You never know when you will be asked for it. Your resume needs to recap and capture the spirit of our competency/what's best about you.

Resumes are of two types:
- Chronological Resume- These resume gives a quick brief up of what the candidate has done in a timeline-beginning with the latest events and moving back in reverse chronology. It stresses upon the degrees, job headings and the dates. Such a resume demonstrates steady development/movement to the current time.
- Skills Resume- These resume stresses upon the skills and competencies possessed and used by the candidate, rather than the job and the date in which those skills have been used. It is generally prepared when the candidate frequently changes his job or when his education and experience do not harmonize/match with the position for which the candidate is applying.

Do's and Dont's in your Resume
- Shouldn't be too long. It should not exceed two pages generally.
- CV should be true and factual.
- The first page should contain enough personal details for a recruitment consultant or potential employer to contact you easily.
- Choose a format that highlights key skills, key competencies, key achievements or key attributes.
- Your employment background should begin with your current job and work backwards.
- List all relevant qualifications.
- Do not include negative or irrelevant information.
- Include details of training or skills development events attended.
- Include personal details.
- Use a very good quality paper.
- Do not use a type size less than 11pt.
- Typefaces such as Times New Roman or Arial should be used.
- CV should be carefully typed. No spelling errors should be there.
- Use bulleted paragraphs. This will save space and make the CV more effective.
- Emphasize achievements that are recent, and are most relevant for the position for which the candidate is applying.
- Items in resume must be concise and parallel.
- While submitting a resume, it must be accompanied with a cover letter to make the readers aware of what is being send, and how can it be beneficial to the readers.
- Include references if possible in a resume. If giving references, use three to five. Include atleast one lecturer, and at least one employer.
- To stress upon the key points in a resume, put them in appropriate headings, list them vertically, and provide details.

Business Communication Second Task

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Group #7
Format of a Resume

Introduction

Research has shown that recruiters on an average have about thirty to forty seconds for each resume they screen before they decide whether to take it to the next round or discard it. Therefore, it becomes imperative that you prepare a resume that is as compelling and as attractive to recruiters as your work would be if you were recruited. Many management graduates have worked for months on their resumes before placements, as the resume becomes the "passport" that either would let you into the next round or are discarded. Therefore, this article focuses on how you can prepare a classy and compelling resume with suggestions on how to format each section of the resume according to some established practices that have been arrived at after due research and due diligence.

Skill Set

This is the first section of your resume and must explain your core skills and accomplishments that are relevant to the job that you are applying for. You can tailor this section according to the job that you are applying for, as the skill, set requirements are different for each recruiter. For instance, if you are applying for a managerial position you must highlight the people management and project management skills that you might have whereas if you are applying for a technical position, you might like to highlight your coding skills or any specialized skills that you might have technically.

Highlights

This section is similar to the previous section and must be the place where you let the recruiter know how relevant you are to the job position. In other words, the previous section, this section, and the next section are the places where you would like the recruiter know the salient points of your candidature and the "fit" between them and the job that you are applying for. This section should ideally tell the recruiter what kind of a superlative person you are in terms of what you have achieved in life so far. Therefore, you must mention all the points that make you the best person for the job and this is the section where you would like to leave the competition behind and outpace them. Further, this section is also the place where you talk about your personal attributes such as your go-getter nature and your attitude as well as talk about the value that you can add to the organization, in other words, you must add value to your resume as well as mention that you can add value to the organization by mentioning the relevant details in this section.

Areas of Specialization

This section is sometimes optional as most jobs are generalist in nature and hence, the previous two sections should have covered all the details that are needed by the recruiters. However, we recommend that you keep this section so that you can delineate the areas that you excel at and the areas where you can shine with respect to the competition. Of course, it is your call as to whether you would like to merge this section with the previous one or keep it separate. No matter what you decide, it is important to note that your resume must be as truthful and honest as possible and the best resumes are those that can polish the details without resorting to misrepresentation.

Professional Experience

This section is the "meat" of your resume and perhaps the section that can make or mar your chances at getting into the next round. This section should list all companies that you worked for any the years in which you worked as well as any other details like the position in which you worked and how many people were reporting to you and whether you had additional responsibilities. In case you are a fresher, you must mention that fact and concentrate on the academic details which we would be covering in the next section. Before that, we must caution you that for many candidates it is tempting to resort to unacceptable practices like faking the professional experience details. This practice has become so rampant that companies the world over have taken the help of agencies who perform background checks as well as the companies subscribe to a database that contains the professional details of the

workforce. Though you might still think that you can get past these gatekeepers, we wholeheartedly recommend that you desist from any sort of misrepresentation of your professional experience, as it does not pay in the end.

Academic Details

This section is where you mention where you studied, the grades you got, and the years in which you studied. In other words, while the previous section indicates your professional experience and where you worked since graduation, this section indicates what you did prior to graduation and where and the kind of accomplishments that you accumulated during your education. You need to remember that this section is where many candidates are usually given the green light for the next round or discarded as many recruiters often look for consistent academic and professional record and not "flashes in the pan". In other words, it is better to highlight the fact that you have been consistent throughout your education and that you have had a stellar record throughout. In case you feel that your educational achievements are lacking, then you must mention other relevant information such as whether you participated in extracurricular activities and any other accomplishments.

Personal Information

This section is where you mention your personal details like gender, date of birth, marital status, nationality, and any other information about yourself. Remember that recruiters are usually neutral about these details but yet they need to know these details in order to process your candidature. Of course, there are many who believe that these details are irrelevant as the recruitment process is supposed to be equal opportunity based in the sense that these personal details are usually not taken as the basis for evaluation. However, in the real world as it so happens with so many other things, recruiters tend to get swayed by these details and hence, it is better to mention them though in a judicious manner.

Contact Information

Perhaps this is the most important part of your resume as far as the non-content matter is concerned. What we mean is that a resume without contact information is useless since the recruiter has no means of contacting you for follow-up and contact. Therefore, you must provide the latest, most relevant, and up to date contact information on your resume which would indicate to the recruiter the means of taking the process forward.

Professional References

Last but not the least, professional references are very important in any resume or job application. There is a school of thought that recommends professional references to be given on demand or when the recruiter asks for it. However, there are others who believe that professional references ought to be mentioned in the resume before the recruiter asks for it as this indicates credibility and seriousness on the part of the job applicant. It is better to play it safe by mentioning 1-2 people as those who can vouch for your expertise and attitude as well as commitment. This is an indicator that you are not shying away from telling the recruiter that you do not have anything to hide and that the recruiter can refer to the professional references as the need arises.

Conclusion

This article has touched upon many of the relevant aspects of how to prepare one's resume and the points that need to be taken into consideration when preparing the resume. The bottom line for any resume is the "narrative" which you as the candidate tell the story of your life to the recruiter and hence, it is important to note that your story must be as compelling and spellbinding as the stories by popular authors are. While we certainly do not recommend that you must resort to fiction in your resumes, the point remains that you must try and prepare a resume that has a thread of consistency and a theme of excellence running through it. Finally, the format suggested can be varied according to the requirements though the principles behind each section remain as relevant and pertinent to whatever format you might choose.

Group Business Negotiations

Negotiations can be called as a way of resolving disputes. It is considered as being synonymous to settlement, agreement, collaboration and bargaining. It takes place almost in all spheres of life -be it is business, personal circumstances (married life, parenting, etc.), legal procedures, government matters, etc. Negotiation can be defined as a channel of communication intended to reconcile differences between parties and to settle conflict jointly. The parties aim at achieving a win-win position.

Business Negotiations requires a lot of homework, such as asking what is the need of negotiation, who all are involved, what are their view points, what are your aims, what is expected from negotiation, etc.

Negotiation involves minimum of two parties. The aim of negotiation is understood by both parties. The parties are willing to arrive at a mutually agreeable outcome. The outcome is acceptable to both parties. There are certain do's and don'ts in case of negotiations:
* Do not discuss too many issues, emphasize on the prior issues.
* Be honest and straightforward. Don't get carried away by rumours.
* Never give deadlines, it might lead to delays in deals.
* Keep away personal differences. Just focus your arguments on facts.
* Keep on giving recaps during the negotiation process.
* Avoid being rigid. Listen to the other parties view point if valid.
* Give testimonials for your argument. Support your argument with facts.
* Don't make demands which can't be accepted at all.
* Don't let emotions overwhelm you.
* Be optimistic. Don't fear losing. There are opportunities in other transactions also.

Job Interview - Meaning, Tips for Interviewee & Interviewer
An interview means a face to face interaction between the interviewer and the candidate/candidates so as to obtain desired information from him/them. It can also be defined as a way of exchanging meanings between individuals by using a common set of symbols. Interviews generally need a preparation. Job interviews seem frightening, even if the individual is well prepared. Interviews have a definite structure. Clear communication should take place during an interview. All interviews have a definite purpose familiar to the interviewer and the candidate/interviewee.

Tips for the Interviewee
* The interviewee should be dressed formally, and not casually. Have a pleasing appearance as the candidate's personality is a significant part of the communication.
* Always carry an extra CV, a notepad to write on, a pen, and all essential things required in an interview.
* Practice, practice and practice in advance. Prepare and rehearse for the unexpected also.
* Research a lot about the organization for which you are being interviewed.
* As soon as the interview gets over, pen down the name of the interviewer, your strengths and weaknesses, answers to questions raised by you during the interview and the feedback of the interviewer.
* Be punctual. Try reaching before time for the job interview.
* Do not indulge in a fight or argument with the interviewer.
* Answer the questions specifically, truly and undoubtedly.
* Be courteous and sophisticated during an interview.
* Just "be yourself". Do not boast about yourself. The interviewer is smart enough to judge the candidate's intelligence and aptness for the job.

- Do not make negative statements or comments about your past employer.
- Your body language should be positive during the interview, i.e., maintain an eye-to-eye contact with the interviewer, sit in well balanced and confident posture, do not lean on the table, do not yawn, smile when appropriate, etc.

Tips for the Interviewer
- The interviewer should be an active listener. He should not interrupt unnecessarily.
- The interviewer should be considerate enough. Even if the interviewer does not agree with the interviewee, he must respect the latter's feelings.
- The interviewer should be friendly and understanding. He should begin the interview in a friendly manner, some friendly conversation and then show concern in family background, hobbies, etc. This will make the interviewee more relaxed and comfortable.
- The interviewer should restrain to the time allotted. He shouldn't indulge in arguments unnecessarily. He should try to be precise.
- The interviewer must be thoroughly prepared for the questions that are likely to be asked. He should be a good planner.
- The interviewer must focus attention on the interviewee. He should use positive gestures when conducting the interview.
- Encourage/invite questions from the interviewee. Ensure that the interviewee clarifies the question he has. When selected a candidate should not feel he was not told about a certain aspect of the job.
- Avoid distraction in the interview area.Ensure that there is no or minimal distraction where the interview is being conducted. A phone ringing all the time in the background can distract the interviewer and interviewee