

AIU Exam – Business and Professional Excellence in the Workplace

Subject of Courses: Business Communication

What is your Name: Lorraine Passirem

What is your Student ID number: UB77121BBU86326

Name of study material (video or book):

Business and Professional Communication by Quintanilla, Kelly, (**Chapter 1**)

Link to access study material (video or book):

http://aiustudev.aiu.edu/submissions/profiles/resources/onlineBook/u7B7M4_Business_professional_communication2020.pdf

Exam Starts Here.

Introduction: In the following space, write 4 to 8 paragraphs to introduce the topics covered in the exam.

Communication is the heart of a team pumping information out to its parts (team members).

Business communication is a course designed to introduce you to the basic skills of good and open communication in the workplace. The ability to communicate effectively with all your clients is an important skill to have to ensure your work tasks are achieved whilst maintaining healthy working relationships with your clients.

Communication is Inevitable because we continually communicate and are often unaware that we are doing so and all behavior is a form of communication. Even a lack of response communicates something. It involves;

1. Interviewing
2. Relational communications

3. Medicated communication
4. Presentation speaking
5. Written documents and
6. Interpersonal communication at work.

Questions:

Answer each question below with complete paragraphs. Also give examples to illustrate the ideas. As well, give examples on how you would apply the knowledge in your work or life.

Chapter 1

1. Define human communication.

Human Communication is the process of understanding our experiences and the experiences of others through the use of verbal and nonverbal messages.

People come to understand that communication in everyday experiences is the essential process and skill that helps them make sense of things in both personal and professional

Contexts.

Human communication, or anthroposemiotics, is a field of study dedicated to understanding how humans communicate. Humans ability to communicate with one another would

not be possible without an understanding of what we are referencing or thinking about. Because Humans are unable to fully understand one another's perspective, there needs to

be a creation of commonality through a shared mindset or viewpoint. The field of communication is very diverse, as there are multiple layers of what communication is and how we

use its different features as human being.

2. Identify the four steps of the KEYS process.

1. Know yourself
2. Evaluate the professional context
3. Your communication inter-action
4. Step back and reflect

3. Define communication apprehension.

Effective communication skills are essential if you want to excel in leadership. Put simply, to move up the ladder of success, you must develop your communication skills.

Unfortunately, communication apprehension is a very real problem that stops many talented individuals from achieving professional excellence.

What is communication apprehension? According to James C. McCroskey (1982), one of the leading researchers in the communication discipline, **communication**

apprehension is “an individual’s level of fear or anxiety associated with either real or anticipated communication with another person or persons (p.137). You can understand

your own communication apprehension by thinking about your communication in particular situations. What types of communication situations increase your apprehension?

According to McCroskey (1984), there are at least four types of communication apprehension. The different types of communication apprehension are listed below;

1. **Trait communication apprehension**
2. **Context-based communication apprehension**
3. **Audience-based communication apprehension**
4. **Situational communication apprehension**

5. What are the contexts for business and professional excellence?

To demonstrate excellence as a professional, you must demonstrate excellence as a communicator. Excellence does not equate to merely communicating a message

effectively or simply demonstrating communication competencies. Professional excellence means being recognized for your skills as a communicator and serving as a role

model to others (see Photo 1.1). Before you begin your journey with this important topic, it's important to understand the business and professional contexts that will receive

specific attention in this book. The business and professional contexts you will explore are the job-seeking process, workplace culture, and diversity, interpersonal

communication, team communication, communication and technology, written communication, leadership, presenting as a professional, and work-life balance. These are the

contexts that will no doubt shape your experience as a professional. Keep in mind that communication is at the core of the business and professional contexts.

5. Why is it important to study communication?

Regardless of your major or the career path you eventually follow, effective communication will be essential to your success in the workplace. Your fellow students understand

the value and importance of communication in their careers. Of 116 students surveyed at a southwestern university, 97% agreed that communication is a valuable skill and 88%

see themselves using oral presentation skills in their careers (Mallard & Quintanilla, 2007).

Further support for the importance of communication in your professional careers comes from business and industry focus groups. In 2008, the U.S. Department of Labor

reviewed the results and presented a list of important job skills and communication competencies.

Table 1.1, in which we've summarized the competencies. You will notice that all competencies listed in the table are connected to your study of business and professional

Communication. See below;

1. Personal Effectiveness Competencies
2. Teamwork
3. Communication
4. General skills desired by Employers

6. Why must a speaker consider all the elements in the communication model for communication with excellence?

Principles of Communication come in during the discussion of the message, we touched on the components of verbal and non-verbal communication. Given the

The essential role each plays ineffective communication and professional excellence, it's important to discuss them each in more detail.

Verbal communication is both our words and our verbal fillers (e.g. um, like). Verbal messages are created through language. Effective communication involves accurate

interpretations of others' verbal messages as meaning is co-created. Otherwise, the meanings of the word you communicate will not be successfully understood. So as a

professional, you must make effective use of your language skills and improve your abilities to interpret other people's messages.

The symbols that communicators use are abstract, vague, and sometimes arbitrary. Because symbols can make things a bit off or fuzzy, we have to interpret the meaning. So we construct meanings as we interact with other people and by processing the information in our own heads (Duck, 1994).

1. **Clarity:** The principle of clarity means the communicator should use a language that is easy to understand
2. **Adequacy and Consistency:** The communicator must carefully take into account that the information to be communicated should be complete and adequate in all respect.
3. **Integration:** The principle of integration portrays that through communication the efforts of human resources of the organization should be integrated towards the achievement of corporate objectives.

4. **Economy:** The unnecessary use of communication systems will add to cost. The system of communication must be used efficiently, and timely i.e.
5. **Feedback:** The purpose of communication will be defeated if feedback is not taken from the receiver.

Principles of Communication –

www.yourarticlelibrary.com/management/communication/communication-meanin

7. **Discuss the KEYS process introduced in this chapter. What are the four KEYS features?**
 1. **KNOW YOURSELF** – Challenging people to actively assess their skills as communicators and then develop strategies to utilize their strengths and develop their weaknesses.
 2. **EVALUATE THE PROFESSIONAL CONTEXT** – Teaching people to proactively address the needs of their audience and understand the constraints of the professional communication context, as well as developing their skills for communicating with a variety of audiences and contexts.
 3. **YOUR COMMUNICATION INTERACTION** – asking people to monitor their own verbal and nonverbal cues in addition to the cues of the audience within each communication interaction
 4. **STEP BACK AND REFLECT** – Examining the effectiveness of verbal and nonverbal messages we convey to others and the overall success of various communication interactions and then taking what we've learned and starting the process again; developing the ability to continually adapt and improve.
8. **Work through a personal example—something you either encountered in the past or are presently experiencing—to help you make sense of the KEYS process. Does it help you get more familiar with the situation? Are there changes you need to make considering this particular situation?**

This is a personal example encountered presently in the workplace on my driver where he is always on his mobile going through Facebook. Maybe he needs to assess himself and evaluate where his strengths are and where weaknesses are. There is a lack of communication when he is not responding to the other colleague asking him to take her out for lunch, and yet, he is complaining that the ladies were supposed to go out with the other driver because he is about to do his run as a driver to collect school children as it is his duty to do so every day.

Yes, the process is helping me to get more familiar with the situation and there are changes that we need to make considering the particular change.

Conclusion: In the following space, write 4 to 8 paragraphs to conclude this course.

- Describe the 3 most important concepts you learned in this course.
- How would you use this knowledge to improve your life and work?
- How would you use this knowledge to increase your income?
- How would you use this knowledge to promote human rights in the world?

There are 3 most important concepts I have learned in the course and they are;

1. Identify business and professional communication contexts
2. Understand the components of the communication model
3. Identify and explain the four KEYS to communication in the workplace

How would I use this knowledge to improve my life and work?

1. Look at ways in which the various experiences in your professional life and personal life can be in tension with one another. This tension can present quite a challenge, which can lead to stress and burnout. I emphasize the importance of work-life balance, explore the triggers that cause imbalance, and present communication strategies that enable me to sustain professional excellence and foster meaningful and successful relationships in my personal life.
2. **How would I use this knowledge to increase my income?**
Learn to utilize the communication strengths and develop the weaknesses, deliver audience-centered messages, understand the communication context, and reflect on the communication with the intention and ability to continually improve in order to make myself become more successful and understanding in the workplace.
3. **How would I use this knowledge to promote human rights in the world?**
Using the 4 KEYS for Workplace excellence.

Bibliography:

Put here the references that you used to study and complete this exam. You should have at least 3 different references.

1. Videos of What is Principles of Communication, bing.com/videos
2. Wikipedia, Human Communication

3. Business and Professional Excellence in the Workplace, (<https://www.sagepub.com/sites/default/files/upm...PDF> file, page count: 21

- Here are links to 2 videos on how to do bibliography automatically in Word. One is an AIU webinar on Bibliography. The other is a YouTube video. Log in to your student page before opening the link to the AIU webinar.

<https://students.aiu.edu/student/AIUWebinar.aspx?p=1&id=356>

<https://www.youtube.com/watch?v=l-IEWabgf0I&t=19s>