

Business communication what did i learn

Business



Business communication is a course designed to help students strengthen their oral and written business communication skills. To me, this course was very beneficial because it helped me learn a good knowledge about some effective business communication skills, such as preparing oral presentations for business purposes, preparing and delivering effective business messages, dealing with business partners and clients, and improving business relations through effective communication.

I learned the importance of 'you' orientation in sending routine messages to companies and clients. In homework related to persuasive messages, I learned that the basic purpose of such messages is to change the perception of the targeted people. I learned that persuasive messages, whether graded or revised, should focus on the influencing the mindset of the audience in order to be effective. In the case of indirect messages, I learned that evidence leads to the main idea of the message. I also learned that indirect messages provide a good chance for the sender to communicate his/her concerns.

Summing it up, I would say that this course has proved to be very beneficial for me, as it has made me aware of key aspects of business communication.