

BUA1307 Fundamental English for Business Communication

Chapter 1: Foundations of Business Communication

The Blueprint for Workplace Connection & Success

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What We Are Building Today



Define & Differentiate

The purpose of business communication and its daily contrast.



The Mechanics

How the communication loop functions: sender, receiver, feedback, and noise.



Pathways & Channels

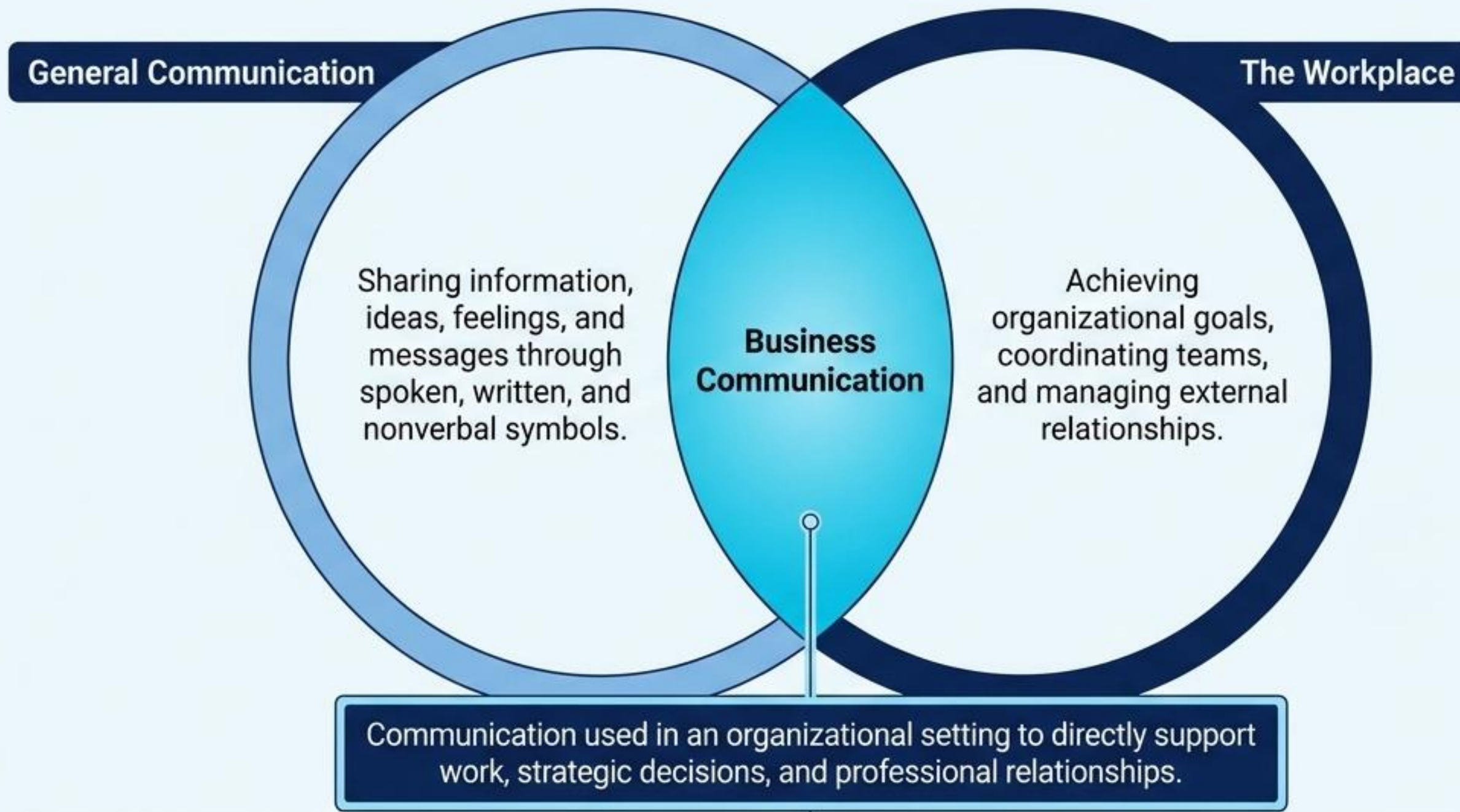
Navigating internal, external, upward, and horizontal flows.



The Gold Standard

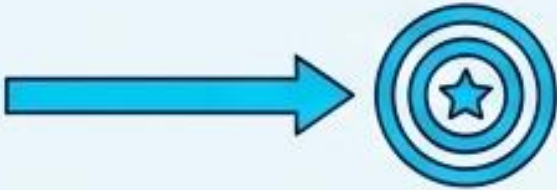
Applying the 7 Cs framework for effective messaging.

Purpose-Driven Connection



Why it Matters: Drives cooperation → Reduces mistakes → Builds trust → Reflects the overall quality of the organization

Context Changes Everything: Daily vs. Business

	 Daily Life	 Business Context
Primary Goal	 Informal, personal, and relationship-driven.	 Goal-oriented, professional, and task-driven.
Structure & Flow	Spontaneous and fluid.	Highly structured; follows official organizational channels.
Language & Tone	Casual language and tone.	Polite, tailored to the workplace context, and focused on clarity.

Global Workforce English

The primary language standard driving global commerce, operational sync, and cross-border agility.



International Business

Joint ventures & contracts



Global Trade

Unified marketing strategy



Business Meetings

Seamless alignment & sync



Emails & Reports

Precise documentation



Customer Service

Unified multi-region support



Online Collaboration

Distributed workflow agility

Global Business Etiquette

Adjust greetings, timing and hierarchy by culture



ASIA

Focus on hierarchy, punctuality and indirect language



EUROPE

Balance punctuality, formality and appearance



AMERICAS / MIDDLE EAST / AFRICA

Respect relationship building, personal space and local protocol

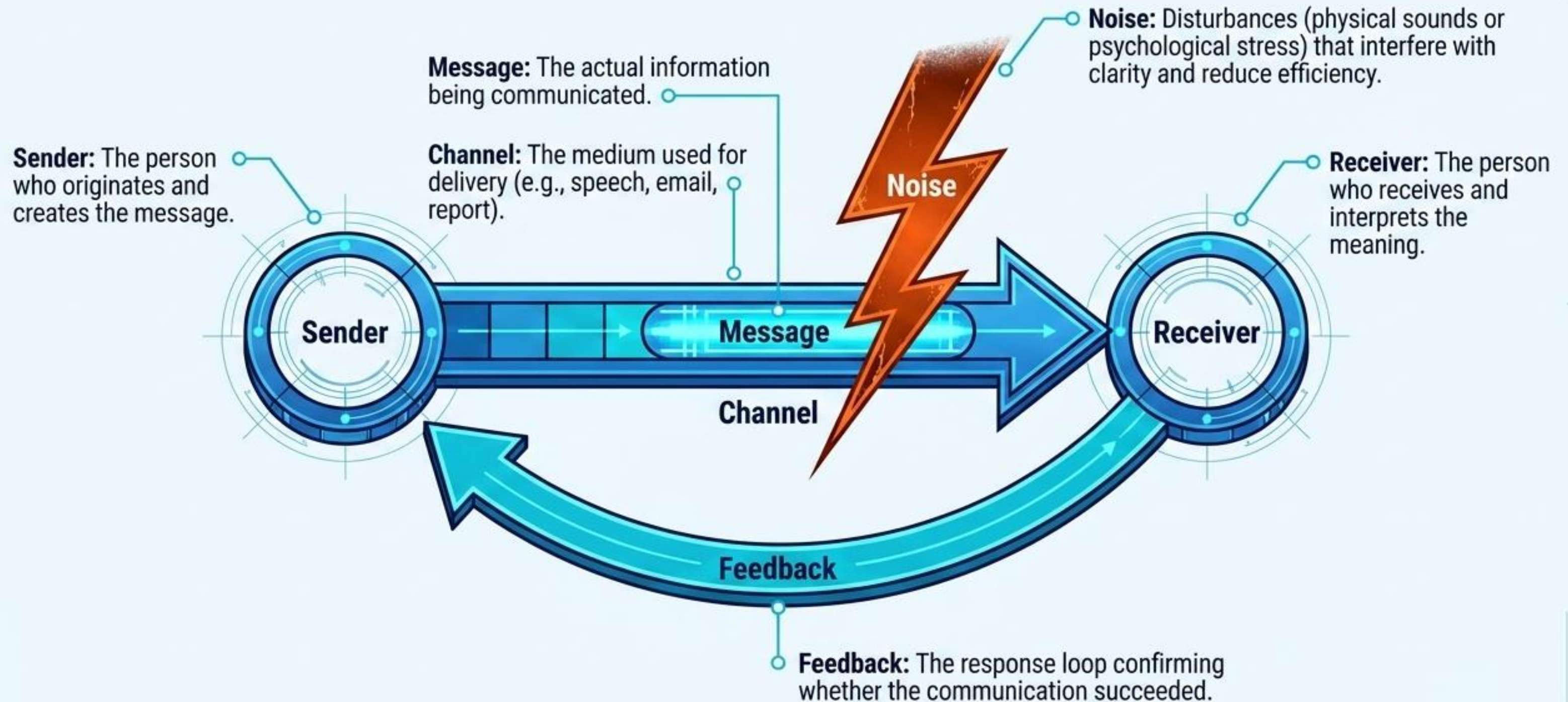
Borderless Workforce Model



Global Business Standard Usage

95%

The Mechanics of a Message



Modalities of Meaning: How We Deliver the Message



Verbal

Uses spoken or written words (meetings, presentations, phone calls).

Key Success Factor: Requires clear wording and proper tone.



Nonverbal

Facial expressions, gestures, posture, and appearance.

Key Success Factor: Supports or contradicts spoken words; heavily affects professionalism and trust.



Written

Emails, memos, notices, reports, and proposals.

Key Success Factor: Creates a permanent record; must be clear, correct, and concise.

What is Business Communication?



DEFINITION

Driving Organizational Performance

Business communication is the exchange of information between people inside and outside an organization to achieve critical business goals.



Types of Communication



Speaking



Listening



Reading



Writing



Primary Channels



Face-to-face



Telephone



Email



Video meetings



Instant messaging

| The Communication Dichotomy



Casual Approach

- Designed for immediate circles, close friends, and family dynamics.
- Employs colloquial speech patterns, relaxed formatting, and short queries.
- Prioritizes emotional expression, personality, and speed of response.



Professional Approach

- Tailored strictly for the workplace, leadership, and external clients.
- Upholds grammatical rigor, structured clarity, and factual completeness.
- Prioritizes actionable outcomes, respect, and organizational alignment.

Characteristics of Professional Communication

Professional communication should be:

- ▶ Clear
- ▶ Polite
- ▶ Respectful
- ▶ Concise
- ▶ Accurate
- ▶ Well-organized



Casual Approach

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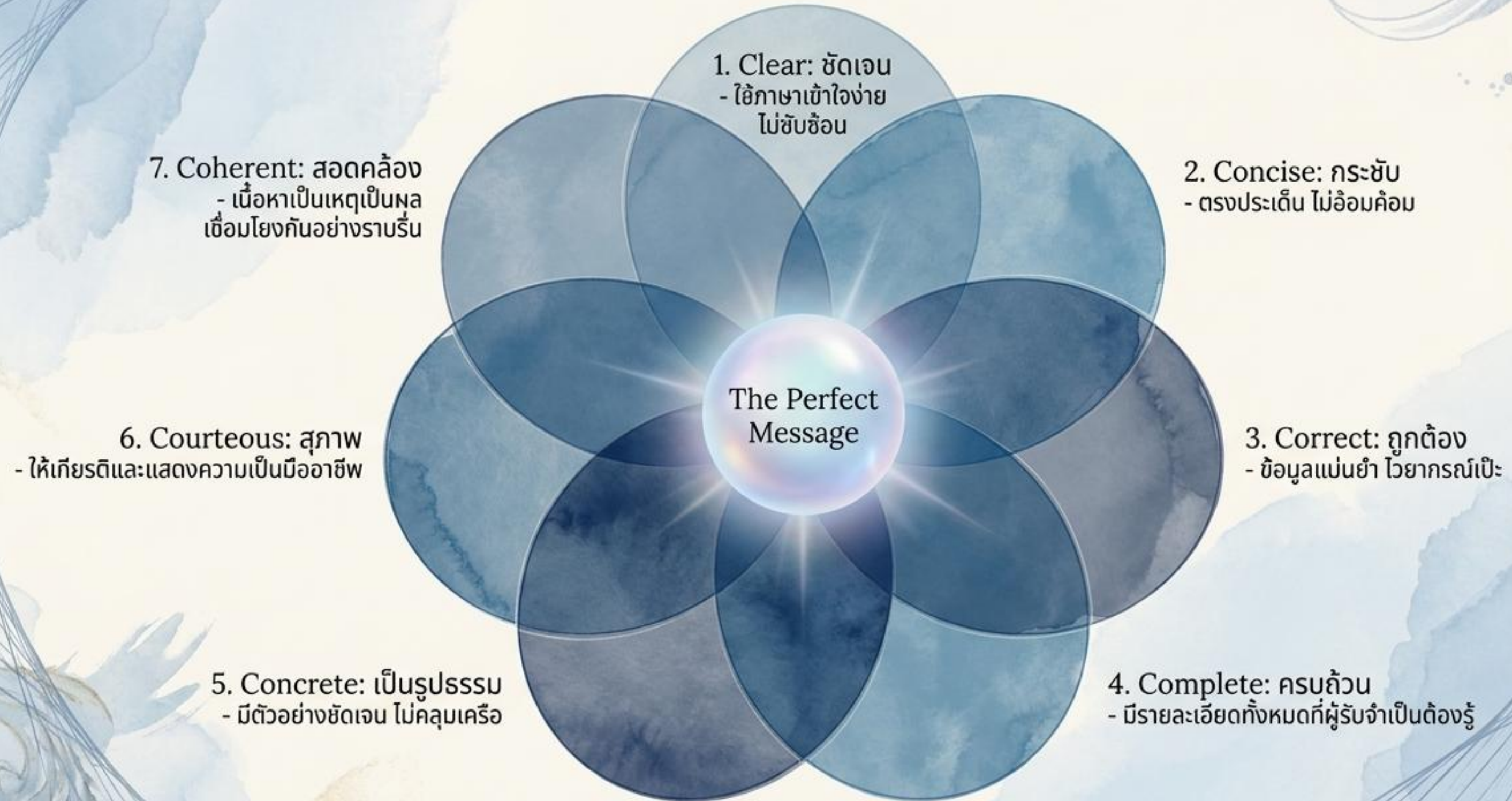


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The Gold Standard Framework: The 7 Cs

Universal principles to reduce confusion, improve credibility, and make messages highly professional.



Active Listening Skills

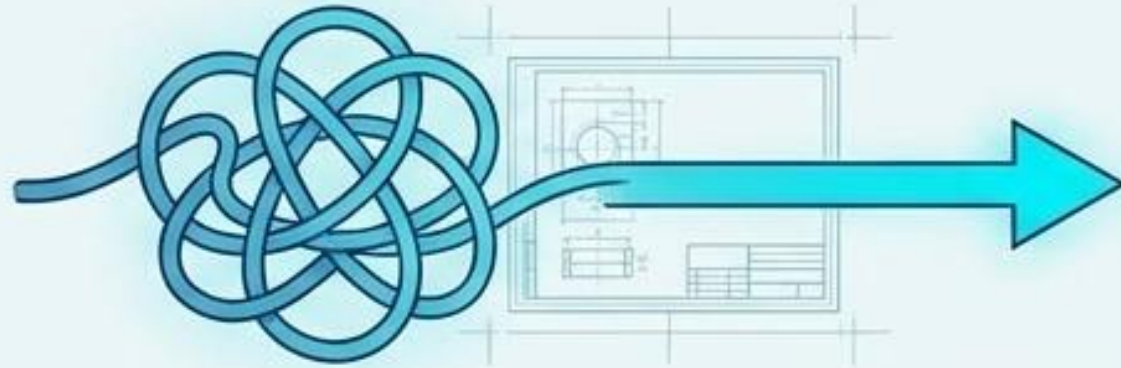
What is Active Listening?

Active listening means giving full attention to the speaker and understanding the message before responding.



Executing the 7 Cs (Part 1: Core Clarity)

Clear



Use simple language and a direct purpose to help the audience understand quickly.

Concise



Give only necessary information without extra words.

Correct

Use accurate facts, perfect grammar, and proper formatting to build reliability.



Complete

Include all important details the receiver needs to take action.

Executing the 7 Cs (Part 2: The Polish)

Concrete



Use specific facts and exact examples instead of vague, generalized words.

Courteous



Show respect and professionalism to improve the tone and overall impact of the message.

Coherent



Ensure the message is logically organized so ideas connect smoothly from one point to the next.

System Failures: Diagnosing Communication Barriers

Barrier	Impact
 Unclear language or lacking context.	The sender assumes too much; the receiver misinterprets the goal.
 Emotional stress or cultural differences.	Bias or emotional states distort how the message is received and interpreted.
 Physical noise or poor listening habits.	The transmission channel is physically broken or ignored.

The Professional Standard: Great communicators proactively anticipate and remove these barriers before sending a message.

Digital Communication Tools

Tool

Purpose

Email	Formal communication
Microsoft Teams	Team collaboration
Zoom	Online meetings
Google Meet	Video conferences
Slack	Instant messaging
WhatsApp Business	Customer communication



Source Material & References

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