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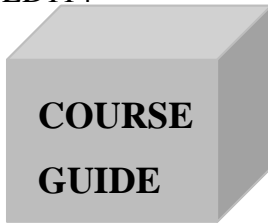
SCHOOL OF EDUCATION

COURSE CODE: - BED114

COURSE TITLE: -BUSINESS METHODS

COURSE

GUIDE

BED114

BUSINESS METHODS

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Introduction

BED114 is one semester two credit units 100 level course. It is designed for Business Education students. The course consists of fourteen units which cover a general introduction to Business environment of which business plan is apart, business structure, management and control of business form, business communication skills, business correspondence, and documents of trade and postal services. The material has been developed with local examples suitable for Nigerian students.

This course guide tells you briefly what the course is about, what course materials you will be using and how to work your way through these materials. It suggests some general guidelines for the amount of time you are likely to spend on each unit of the course. It also gives you some guidance on your tutor-marked assignments. You are advised to attend the tutorial classes to discuss your difficulties with your tutors.

Course Aims

The course is designed to expose you not only general knowledge but to expose you to the basic concept of business and the basis of business process management as well as modelling business process. Its goal is to Enable you to have an understanding of the concept of business Plan. Help you to acquire communication skills needed to excel in any business endeavour to embark on and Enable you to achieve thorough knowledge of business correspondence and understand effective business document available both local and international.

Course Objectives

There are objectives to be achieved in each unit of the course. You should read them before studying each unit. It is expected that by the time you have finished studying this course you should be able to: Understand Business Environment, Entrepreneurship, Business Plan, Acquire the communication skills needed to excel in any business endeavour to embark on. Understand what business correspondence is all about and its utilization. Effectively know how to utilize various business documents in any business setting.

Working through this Course

To complete this course, you are advised to read the study units, read recommended books and other materials provided by NOUN. Each unit contains self-assessment exercises, and at points in the course you are required to submit assignments for assessment purposes. At the end of the course, there is a final examination. The course should take you about twenty weeks to complete. You will find all the components of the course listed below. You have to allocate your time to each unit in order to complete the course successfully and on time.

Course Materials

The major components of the course are:

i.   Study units

ii.   Textbooks

iii.   Assignment File

iv.   Presentation Schedule

Study Units

There are fourteen study units in this course, as follows:

MODULE1   BUSINESS ENVIRONMENT

Unit 1 Introduction to Business Environment

Unit 2 Entrepreneurship

Unit 3 Business Plan

Unit 4 Business Structure

Unit 5 Management and Control of Business Structure Content

MODULE 2   COMMUNICATION SKILLS

Unit 1 Introduction to communication

Unit 2 Communication process

Unit 3 Forms and Media of Communication

Unit 4 Pattern of Communication Flow in the Office/ organization

MODULE 3   BUSINESS CORRESPONDENCE

Unit 1: Concept of Business Correspondence

Unit 2: Type of business correspondence

Unit 3: Report Writing

MODULE 4   DOCUMENT OF TRADE AND POSTAL SERVICE

Unit 1 Meaning of business document

Unit 2 Types of business document

Unit 3 Postal service- NIPOST, Courier service

Unit 4 Telegraphic Service (Telegram)

     The first unit of Module one explains the concept of business environment, entrepreneurship and business plan. The fourth unit deals with business structure, while the remaining unit examines the management and control of business form. Module two presents business communication skills.

Module three presents business correspondence while Module four deals with document of trade and postal services. Each study unit consists of one week's work and includes specific objectives; directions for study, reading material, self – assessment exercises   and   solutions.   Together   with tutor-marked assignments, these exercises will assist you in achieving the stated learning objectives of the individual units and of the course.

Textbooks and References

Certain books are recommended for the course. You should purchase them yourself and read them where you are so directed before attempting the exercises.

Assessment

There are two aspects of the assessment of this course; the tutor marked assignments and a written examination. In doing these assignments, you are expected to apply information   gathered during the course. The assignments must be submitted to your tutorial facilitator for formal assessment in accordance with the deadlines stated in the presentation schedule and the Assignment file. The work that you submit to your tutor for assessment will account for 30% of your total course mark.

Tutor-Marked Assignment

There is a tutor marked assignment at the end of every unit. You are required to attempt all the assignments. You will be assessed on all of them but the best ten performances will be used for your continuous assessment. The ten selected would come from all the areas covered in the course namely: Introduction to Business Environment covering Unit1; Entrepreneurship and Business Plan covering the rest of Module1 Units 2 to 5 respectively; the communication skills – introduction to communication, communication process, form and media of communication as well as pattern of communication flow in the office/organisation covering Module 2 Units 1 to 4, business correspondence covering Module3 Units1–3 and finally, document of trade and postal services covering Module 4 Units 1-3. The assignment carries 10% each.

When you have completed each assignment, send it together with a (tutor-marked assignment) form, to your tutorial facilitator. Make sure that each assignment reaches your tutorial facilitator on or before the deadline. If for any reason you cannot complete your work on time, contact your tutorial facilitator before the assignment is due to discuss the possibility of an extension. Extensions will not be granted after the due date unless under exceptional circumstances.

Final Examination and Grading

The final examination for BED114 will be of two hours duration and will carry 70% of the total course grade. The examination will consist of questions which reflect the kinds of self-

assessment exercises and the tutor-marked problems you have previously encountered. All areas of the course will be assessed. You should use the time between finishing the last unit and taking the examination to revise the entire course. You may find it useful to review your self-assessment exercises and tutor- marked assignments before the examination.

Course Marking Scheme

The following table lays out how the actual course marking is broken down.

Assessment	Marks
Assignments 1-32 (the best ten of all the Assignments submitted)	Ten assignments, 3 marks per one. Totaling 30%
Final examination	70% of overall course marks
Total	100% of course marks

Course Overview

Unit	Title of Work	Weeks Activity	Assessment (End of Unit)
	Course Guide		
Module1			
1	Introduction to Business Environment	1	Assignment1-2
	Entrepreneurship	1	Assignment3- 4
	Business Plan	1	Assignment5- 6
2	Business Structure	1	Assignment7- 8
3	Management and Control of Business Structure Content	1	Assignment9-11
Module2			
1	Introduction to communication	1	Assignment12-14
2	Communication process	1	Assignment15-16
3	Forms and Media of Communication	1	Assignment17-18
4	Pattern of Communication Flow in	1	Assignment 19-20
Module3			
1	Concept of Business Correspondence	1	Assignment 21-22

2	Type of business correspondence	1	Assignment 23-24
3	Report Writing	1	Assignment 25-26
Module4			
1	Meaning of business document	1	Assignment 26 -27
2	Types of business document	1	Assignment 28
3	Postal service- NIPOST, Courier service	1	Assignment 29
4	Telegraphic Service (Telegram)	1	Assignment 30
	Revision	2	
	Examination	1	
Total		19	

How to Get the Most from this Course

In distance learning, the study units replace the university lecturer. The advantage is that you can read and work through the study materials at your pace, and at a time and place that suit you best. Think of it as reading the lecture instead of listening to a lecturer. Just as a lecturer might give you an in- class exercise, your study units provide exercises for you to do at appropriate times.

Each of the study units follows a common format. The first item is an introduction to the subject matter of the unit and how a particular unit is integrated with other units and the course as a whole. Next is a set of learning objectives. These objectives let you know what you should be able to do by the time you have completed the unit. You should use these objectives to guide your study. When you have finished the unit, you should go back and check whether you have achieved the objectives. If you make a habit of doing this you will significantly improve your chances of passing the course.

Self-assessment exercises are interspersed throughout the units and answers are given at the end of the course. Working through these tests will help you to achieve the objectives of the unit and prepare you for the assignments and the examination. You should do each self- assessment exercise as you come to it in the study unit. There will be examples given in the study units. Work through these when you have come to them.

Facilitators/Tutors and Tutorials

There are 15 hours of tutorials provided in support of this course. You will be notified of the dates, times and location of these tutorials, together with the name and phone number of your tutorial facilitator, as soon as you are allocated a tutorial group.

Your tutorial facilitator will mark and comment on your assignments, keep a close watch on your progress and on any difficulties, you might encounter, as well as provide assistance to you during the course. You must mail your tutor marked assignments to your tutorial facilitator well before the due date. They will be marked by your tutor and returned to you as soon as possible.

Do not hesitate to contact your tutor by telephone or-mail if you need help. Contact your tutorial facilitator if:

- You do not understand any part of the study units or the assigned readings. You have difficulty with the self -assessment exercises.
- You have a question or a problem with an assignment, with your tutor's comments on an assignment or with the grading of an assignment.
- You should try your best to attend the tutorials. This is the only chance to have face to face contact with your   tutor and   ask   questions which are answered instantly. You can raise any problem encountered in the course of your study. To gain the maximum benefit from course tutorials prepare a question list   before   attending them. You will gain a lot from participating actively.

Summary

BED114 intends to equip you with the saleable skills and set standard for control of business activities and increase your likelihood of business success.

I wish you success in the course and hope that you will find it both interesting and useful.

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MODULE 1 BUSINESS ENVIRONMENT

Unit 1 Introduction to Business Environment

Unit 2 Entrepreneurship

Unit 3 Business Plan

Unit 4 Business Structure

Unit 5 Management and Control of Business Structure Content

UNIT 1 INTRODUCTION TO BUSINESS ENVIRONMENT

CONTENT

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 Business Environment

3.2 Features of Business Environment

3.3 Importance of Business Environment

3.4 Types of Business Environment

3.5 Business Environmental Analysis

3.6 Importance of Business Environmental Analysis

4.0 Conclusion

5.0 Summary

6.0 Tutors Marked Assignment

7.0 Reference/Further Reading

1. 0 Introduction

The environment provides opportunities for alternative investment which the business manager can exploit to his or her advantage. On the other hand, the environment could constitute a threat or constraint to the business enterprise if changes in it are unfavourable, however, a formal statement of set of business goal together with background information about the team attempting to risk those goal, the importance of business plan cannot be over emphazised for such speculative business activities to curb or minimize environmental factors such as economic environment, political environment, technological environment and legal/public policy environment.

2.0 Objectives

After reading this unit, students should be able to:

❖ Explain the meaning of Business Environment
❖ Mention and Explain the Features of Business Environment
❖ State the importance of Business Environment

❖ Mention and explain the Types of Business Environments
❖ List and Explain the Business Environmental Analysis process

3.0 MAIN CONTENT

3.1   Business Environment

Business may be understood as the organized efforts of an enterprise to supply consumers with goods and services for a profit. Businesses vary in size, as measured by the number of employees or by sales volume etc. But all businesses share one common purpose that is to earn profits. Environment on the other hand refers to all forces, which have a bearing on the functioning of business. They can be forces of economic, social, political and technological factors, apart from internal forces of the organisation. Environment factors are largely if not totally, external and beyond the control of individual industrial enterprises and their managements. Study of environment helps the business to formulate strategies and run the business efficiently in the competitive global market. Therefore, Business Environment consists of all those factors that have a bearing on the business, such as the strengths, weaknesses, internal power relationships and orientations of the organization; government policies and regulations; nature of the economy and economic conditions; sociocultural factors; demographic trends; natural factors; and, global trends and cross-border developments.

The business environment consists of market and nonmarket components. The market environment includes those interactions between firms, suppliers, and customers that are governed by markets and contracts. These interactions typically involve voluntary economic transactions and the exchange of property. The nonmarket environment is composed of the social, political, and legal arrangements that structure interactions outside of, but in conjunction with, markets and contracts. The nonmarket environment encompasses those interactions between the firm and individuals, interest groups, government entities, and the public that are intermediated not by markets but by public and private institutions.

The business environment poses threats to a firm or offers immense opportunities for potential market exploitation. The success of every business depends on adapting itself to the environment within which it functions. For example, when there is a change in the government policies, the business has to make the necessary changes to adapt it to the new policies. Similarly, a change in the technology may render the existing products obsolete, as we have seen that the introduction of computer has replaced the typewriters; the color television has made the black and white television out of fashion.

Again, a change in the fashion or customers' taste may shift the demand in the market for a particular product, e.g., the demand for jeans reduced the sale of other traditional wear. All these aspects are external factors that are beyond the control of the business. So, the business units must have to adapt themselves to these changes in order to survive and succeed in business.

3.2   Features of Business Environment

(i)   **Totality of External Forces:** Business environment is the sum total of all things external to business firms and, as such, is aggregative in nature.

(ii)   **Specific and General Forces:** Business environment includes both specific and general forces. Specific forces (such as investors, customers, competitors and suppliers) affect individual enterprises directly and immediately in their day-to-day working. General forces (such as social, political, legal and technological conditions) have impact on all business enterprises and thus may affect an individual firm indirectly only.

(iii) **Dynamic Nature:** Business environment is dynamic in nature. It keeps on changing whether in terms of technological improvement, shifts in consumer preferences or entry of new competition in the market.

(iv)   **Uncertainty:** Business environment is largely uncertain as it is very difficult to predict future happenings, especially when environment changes are taking place too frequently as in the case of information technology or fashion industries.

(v)   **Relativity:** Business environment is a relative concept since it differs from country to country and even region to region.

(vi)   **Multi-faceted:** Business environment changes are frequent and depend on knowledge and existence of business person. Changes may be viewed differently by different individuals. It may be an opportunity for some or a threat for others.

3.3   Importance of Business Environment

(i)   First Mover Advantage: Early identification of opportunities helps an enterprise to be the first to exploit them instead of losing them to competitors.

(ii)   Identification of Threats: Identification of possible threats helps in taking corrective and improving measures to survive the competition.

(iii) Coping with Rapid Changes: All types of enterprises are facing increasingly dynamic environment. In order to effectively cope with these significant changes, firms must understand and examine the environment and develop suitable course of action.

(iv) Improving Performance: The enterprises that continuously monitor their environment and adopt suitable business practices are the ones which not only improve their present performance but also continue to succeed in the market for a longer period.

(v) Giving Direction for Growth: The interaction with the environment leads to opening up new frontiers of growth for the business firms. It enables the business to identify the areas for growth and expansion of their activities.

(vi) Meeting Competition: It helps the firms to analyse the competitors' strategies and formulate their own strategies accordingly in order to cope with the rapidly increasing competition.

(vii) Image Building: Environmental understanding helps the business organisations in improving their image by showing their sensitivity to the environment within which they are working. For example, in view of the shortage of power, many companies have set up Captive Power Plants (CPP) in their factories to meet their own requirement of power and saving to loss of energy in transmission.

(viii) Continuous Learning: Environmental analysis makes the task of managers easier in dealing with business challenges. The managers are motivated to continuously update their knowledge, understanding and skills to meet the predicted changes in realm of business.

3.4 Types of Business Environment

There are mainly two types of business environment, internal and external. A business has absolute control in the internal environment, whereas it has no control on the external environment. It is therefore, required by businesses, to modify their internal environment on the basis of pressures from external.

The **internal environment** has received considerable attention by firms. Internal environment contains the owner of the business, the shareholders, the managing director, the non-managers, employees, the customers, the infrastructure of the business organization, and the culture of the organization.

It includes 6 Ms i.e.

1. Man (Human Resource)
2. Money (Financial Factors)
3. Marketing Resources
4. Machinery (Physical Assets)
5. Management Structure and Nature
6. Miscellaneous Factors (Research and Development, Company Image and Brand Equity, Value System, Competitive Advantage)

The **external environment** of an organisation comprises of all entities that exists outside its boundaries, but have significant influence over its growth and survival. An organisation has little or no control over its external environment but needs to constantly monitor and adapt to these external changes. A proactive or reactive response leads to significantly different outcomes. There are two types of external environment

1. **Micro/Operating Environment:** The micro environment is also known as the task environment and operating environment because the micro environmental forces, though are external factors, still have a direct bearing on the operations of the firm. The micro environment consists of the factors in the company's immediate environment that affects the performance and working of the company.

2. **Macro/General Environment**: Macro environment is also known as general environment and remote environment. Macro factors are generally more uncontrollable than micro environment factors. When the macro factors become uncontrollable, the success of company depends upon its adaptability to the environment. This environment has a bearing on the strategies adopted by the firms and any changes in the areas of the macro environment are likely to have a far-reaching impact on their operations. The five areas of interest are:
   a. Socio-Cultural and Demographics
   b. Technology
   c. Economic Conditions
   d. Ecology and Physical Environment
   e. Political and Legal

3.5 Business Environmental Analysis

Business Environmental analysis is the study of the organizational environment to pinpoint environmental factors that can significantly influence business organizational operations. The analysis process consists of four sequential steps:

1. **Scanning:** It involves general surveillance of all environmental factors and their interactions in order to:
   a. Identify early signals of possible environmental change
   b. Detect environmental change already underway

2. **Monitoring:** It involves tracking the environmental trends, sequences of events, or streams of activities. It frequently involves following signals or indicators unearthed during environmental scanning.

3. **Forecasting:** Strategic decision-making requires a future orientation. Naturally, forecasting is an essential element in environmental analysis. Forecasting is concerned with developing plausible projections of the direction, scope, and intensity of environmental change.

4. **Assessment:** In assessment, the frame of reference moves from understanding the environment- the focus of scanning, monitoring and forecasting – to identify what the understanding means for the organization. Assessment, tries to answer questions such as what are the key issues presented by the environment, and what are the implications of such issues for the organization.

3.6 Importance of Business Environmental Analysis

The benefits of environmental analysis are as follows;

1. The very idea of environmental analysis makes one aware of the environmental organization linkage.
2. Development of broad strategies and long-term policies of the firm.
3. Development of action plans to deal with technological advancements.
4. To foresee the impact of socio-economic changes at the national and international levels on the firm's stability.
5. Analysis of competitor's strategies and formulation of effective countermeasures.
6. To keep oneself dynamic.

4.0 Conclusion

Adapting to both micro and macro business is key in transforming any business enterprise to the greater height and in order to meet up with the market challenges. Due to dynamic nature of business environment, business holders or managers have to device means to strategise positively in order to meet up with the emerging business forces and related environmental challenges.

5.0 Summary

Business environment provides a clear opportunity for investment. Business environment is known for its unique features including Totality of External Forces, Specific and General Forces, Dynamic Nature, Uncertainty, Relativity and being Multi-faceted. These features when properly utilise, will provide certain importance for smooth running of a business enterprise within the internal and external environment.

6.0 Tutors Marked Assignment

a. What is Business Environment?
b. List and Explain the key Features of Business Environment
c. Mention and explain the types of Business Environment
d. Explain Business Environmental Analysis

7.0 Reference/Further Reading

David, P. B. (2013). *Business and its Environment*. Boston: Pearson Education, Inc.

Engineering Minds. (2017). *Business Environment*. Bangalore: Rai Technology University Campus.

Institute of Company Secretaries of India. (2012). *Business Environment and Entrepreneurship*. India. ICSI House: M. P. Printers.

Rao, P. S. (2016). *International Business Environment.* Mumbai: Himalaya Publishing House.

UNIT 2 ENTREPRENEURSHIP

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1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 Definition of Entrepreneurship

3.2 Importance of Entrepreneurship

3.3 Problems Faced by Entrepreneurs

3.4 Quality of Successful Entrepreneur

3.5 Role of Entrepreneurs in Economic Development

4.0 Conclusion

5.0 Summary

6.0 Tutors Marked Assignment

7.0 Reference/Further Reading

1.0   INTRODUCTION

Entrepreneurship refers to the concept of developing and managing a business venture in order to gain profit by taking several risks in the corporate world. Simply put, entrepreneurship is the willingness to start a new business. Entrepreneurship has played a vital role in the economic development of the expanding global marketplace. On the other hand, entrepreneurship is the functions performed by an entrepreneur. It is the process involving various actions to be undertaken by the entrepreneur in establishing a new enterprise. In fact, what an entrepreneur does is regarded as entrepreneurship.

2.0 OBJECTIVES

After reading this unit, students should be able to:

- ❖ explain the meaning of entrepreneurship
- ❖ describe the importance of entrepreneurship
- ❖ explain the issues and problems faced by entrepreneurs

❖ outline the qualities of a successful entrepreneur

❖ outline the Role of Entrepreneurs in Economic Development

3.0 MAIN CONTENT

3.1   Definition of Entrepreneurship

Entrepreneurship is defined as the process of making money, earning profits, and increasing the wealth while posing characteristics such risk taking, management, leadership and innovation. The term Entrepreneurship is a complicated term and gives a various meaning depending on the situation. Entrepreneurship can also be viewed as a function of:

i. Identifying and using the opportunities exist in the market.

ii. Converting the ideas into action.

iii. Undertaking promotional activities to launch an enterprise.

iv. Striving for excellence in his/her field of work.

v. Bearing the risk and uncertainties involved.

3.2   Importance of Entrepreneurship

They are regarded as the prime movers of innovations and act as key figures in economic development of any country.

1) Helps the formation of capital by bringing together the savings and investments of people;

2) Provides large-scale employment opportunities and increases the purchasing power of the people;

3) Promotes balanced regional development in the country;

4) Helps in reducing concentration of economic power (power to own the factor of production in a few hands).

3.3   Problems Faced by Entrepreneurs

(a) **Selection of business:** The entrepreneur might be having a very good business idea. However, successful implementation of the idea into business activity involves a painstaking exercise.

(b) **Choice of form of business enterprise:** There are various options available to the entrepreneur as far as the choice of form is concerned. He/She may go in for sole proprietorship, a partnership or a joint stock company. The choice is rather difficult issue.

(c) **Financing:** The problem of arranging finance always troubles the entrepreneur. As you know, without capital no business activity can be started. Capital is needed for the entrepreneur to buy fixed assets like land and building, machinery and equipment etc. Further, finance is needed to meet day-to-day expenses of the business. Having built up the estimate of the amount of capital required, the entrepreneur may have to arrange finance from various sources.

(d) **Location:** The problem of locating the business unit is another issue for consideration that should be carefully handled by entrepreneur. Location of a business unit depends upon many factors like availability of raw material, availability of transport, power, water, nearness to market etc.

(e) **Size of the unit:** Size of the business is influenced by several factors like technical, financial and market considerations. When entrepreneurs feel that they can market the intended products or services and can raise sufficient amount of capital, they can start their operations in a big way. Generally, the entrepreneurs may start their operations on small scale and expand gradually.

f) **Machines and equipment:** The choice of machines, equipment and processes is a delicate problem before starting a new venture. This depends on various factors like availability of funds, size of production, and the nature of production process. The emphasis should be placed on productivity. Availability of facilities of repairs and maintenance, availability of spare parts and after sale service are also an important consideration while selecting a particular equipment and machinery.

(g) **Suitable manpower:** If the size of business is large, the entrepreneur has to find suitable competent persons for various functional areas

3.4 **Quality of Successful Entrepreneur**

(a)   **Initiative:** An entrepreneur must have an innovative aptitude, pick the right opportunity, and initiate action.

(b)   **Wide Knowledge:** An entrepreneur should have wide knowledge of the economic and non-economic environment of business like the market, consumer attitudes, technology, etc.

(c)   **Willingness to assume risk:** Entering any venture is full of risks and uncertainties. In order to deal with various kinds of risks and uncertainties efficiently, the entrepreneur should have willingness and necessary foresightedness to assume risks.

(d)   **Open mind and optimistic outlook:** An entrepreneur should have an open mind. He/she must possess a dynamic and optimistic outlook so as to predict changes in the business environment and respond effectively without delay.

(f)   **Adaptability:** The entrepreneur must understand the ground realities of the business environment.

(f)   **Self-confidence:** For achieving success in life, one should have confidence in himself/ herself.

(g)   **Leadership Qualities:** An entrepreneur should possess the qualities of a good leader. He/she should have the traits of self-discipline, presence of mind, sense of justice, honour and dignity and above all, a high moral character.

(h)   **Orientation towards hard work:** There is no substitute for hard work in life. While running a business, one problem or the other may occur. The businessmen has to be vigilant about these and find solutions thereof as early as possible.

3.5   Role of Entrepreneurs in Economic Development

The entrepreneurs serve as a key to the creation of new enterprises, thereby rejuvenating economy and sustaining the process of economic development in the following ways:

1) Improvement in per capita income/wealth generation
2) Generation of employment opportunities

3) Inspire others towards entrepreneurship

4) Balanced Regional Development

5) Enhance the number of enterprises

6) Provide diversity in firms

7) Economic Independence

4.0 CONCLUSION

Entrepreneurship is the process involving various actions to be undertaken by the entrepreneur in establishing a new enterprise.

5.0 SUMMARY

Entrepreneurship is the willingness to start a new business venture. It can also be regarded as identifying and using the opportunities exist in the market, converting the ideas into action and undertaking promotional activities to launch an enterprise. Hence, the entrepreneurs play the vital roles in the economic development; such as improvement in per capita income/wealth generation, generation of employment opportunities and increase the number of enterprises

7.0 References/Further Reading

Bygrave, W., Zacharakis, A. (2011). Entrepreneurship. United States of America: John Wiley & Sons, Inc.

Havinal, H. (2011). Management and entrepreneurship. New Delh: New Age International.

UNIT 3 BUSINESS PLAN

CONTENT

1.0 INTRODUCTION

Starting business involve risk and decision about going into business, going into business should depend upon what funding you need, what you have on hand, what funding options are available to you and what prospects for success are in each case. Therefore, to guide against risk and to plan for your overall financial sustainability require and overall financial plan, and if business operations are parts of what sustains you, then you will also need a business plan.

2.0 OBJECTIVES

After you have read and studies this unit, students should be able to:
- ❖ Explain the relationship of businesses profit and entrepreneur
- ❖ Describe the meaning of business plan
- ❖ Enumerate the component of business plan

3.0 MAIN CONTENT

3.1 An overview of business

A business is any activity that seeks to provide good and services to others while operating at a profit. Profit is the amount of money a business earns above and beyond what is spends for salaries

and other expenses. Therefore, business provides people with the opportunity to become wealthy. It is not all business make a profit, starting a business can be risky. And entrepreneur is a person who risks time and money to start and manage a business.

Business provide all of us with necessities such as food, clothing, housing, medical care and transportation as well other goods and services that make our life easy and better. Business can still be important to your work. Even non-profit organization needs resources to sustain their work and business operation can be a good way to acquire those necessary resources. Business operation usually involves things you sell. Those "things" can be products-actual goods-or they can be services.

Example of product and services

PRODUCT	SERVICES
Books or booklets	Child care
Crafts (homemade)	Food delivery (from Supermarket)
Flower seeds or flower	Gardening/land scalping, yard work
Greeting cards	Housing or space rentals
T-shirts	Recreational programmes/camp

3.2 Concept of Business Plan

A business plan is a written statement that describes and analyzes your business and gives detailed projections about its future. A business plan also covers the financial aspects of starting or expanding your business—how much money you need and how you'll pay it back. A business plan is also a formal statement of a set of business goals, the reasons they are believed attainable, and the plans for reaching those goals. It may also contain background information about the organization or team attempting to risk those goals. It can also be a writing document that describes in detail what kind of business you intend to operate it, how you intend to operate it and why you believe it would succeed. It is back with logical, factual and financial documentation.

Need for a Business Plan

a. A business plan will clarify your own thinking, setting your thoughts down on paper and forming a plan.

b. Business plan will raise confidence in your business ventures among member of your own group among potential outside backers.

c. A business plan will increase your likelihood of business success

d. A lot of situation/circumstances can call for a business plan for instance.

e. When you are seriously thinking of about embarking on a particular business venture.

f. When you need clarity details

g. When you want expert feedback or advice on the specifics of your ideas.

h. When you need to attract outside grants, gifts, loans, supplies. Other materials or moral support

Types of Business Plan

There are many different types of Business plans based on the needs of the developers or users. Basically, they can be grouped into two categories:

1. **Complete business plan.** A complete business plan is especially helpful for people who are starting a new business. This form of plan is also excellent for convincing prospective backers to support your business. A complete plan should include the following elements: Title Page, Plan Summary, Table of Contents, Problem Statement, Business Description, Business Accomplishments, Marketing Plan, Sales Revenue Forecast, Profit and Loss Forecast, Capital Spending Plan, Cash Flow Forecast, Future Trends, Risks Facing Your Business, Personnel Plan, Business Personality, Staffing Schedule, Job Descriptions, Specific Business Goals, Personal Financial Statement, Personal Background, Appendix, and Supporting Documents.

2. **Quick plan (one-day plan).** If you know your business, are familiar with and able to make financial projections, and have done the necessary research, you may be able to create a plan in one day. But understand that a quick plan is a stripped-down version of a business plan. It won't convince either you or your prospective backers that your business idea is sound. It is appropriate only if your business idea is very simple or someone has already committed to backing your venture. A stripped-down quick plan has these few components: Title Page, Plan Summary, Table of Contents, Problem Statement, Business Description, Business Accomplishments, Sales Revenue Forecast, Profit and Loss Forecast, Capital Spending Plan, Cash Flow Forecast, Appendix, and Supporting Documents.

3.3 Component/Content of a Business Plan

Successful business plans vary in format, but all contain some basic components or element.

a. **Cover page:** this should include a title, your organization name and accessible contact information

b. **Table of contents:** List each section of your plan, with appropriate page   number.

c. **Executive summary:** The most important section of your plan. It should not be more than two pages long. Executive summary if effectively written, it will:

  i. Communicate your organization's vision of the future

  ii. Establish your organization's credibility

  iii. Describe your product or service and how it will be sold

  iv. Explain and document the need for your product or services

  v. Inform the reader of key steps you plan to take

  vi. Make the reader want to read the entire plan

  vii. If money is being asked for: Request an appropriate amount of money, and present a defensible case for such a request

d. **Description of your organization or in other words**, "who are you".

e. **Description of your management:** Potential supporters will be investing in your organization's management and its ability to perform.

f. **Description of your service:** Describe the product or service you want to sell. What exactly is it? i.e. product specification.

g. **Information about your market:** Here your reader want to know what your market is, research carried out to determine that market and how you plan to reach that market.

h. **Information about your competition.**

i. **Details of your operating plan:** Whether manufactured acquired or rendering services, operating plan describe how this will be done.

j. **Financial information:** This is where you present the actual financial information to show how you will make profit selling your product or service.

k. **Timeline:** Creating a timeline is an excellent planning discipline and can be persuasive to potential supporters.

l. **Appendixes:** Other supporting information to present which strengthens your business plan, but which does not fit easily into the main text.

3.4 Writing Business Plan

Business plan should be written simply, clearly, persuasively, honestly and to the point

Most Common Writing Mistake Adapted from "Guide to Writing a Business Plan"

1. The writing is unclear, difficult to understand.
2. The plan is too long. The writer does not get to the point, support it with facts, and move on.
3. The layout is poor, and/or illogical. Illustrations, product descriptions, and graphs are missing.
4. An executive summary is omitted
5. There is too much technical jargon. The writer does not would want to use the   product or service.
6. There is insufficient detail on the qualifications of the proposers to implement the plan.
7. The market is not defined. And/or market research is not cited. And/or a market plan is missing.
8. No mention, or sketch mention, is made of the market competition
9. The financial information given is not straightforward.
10. The reader is given no compelling reason to invest in the plan, or to otherwise support it.

All these pitfalls should be considered before putting your plan on to paper

SELF ASSESSMENT EXERCISE

1. Differentiate between profit and entrepreneur.

2. A written document that describes in details what kind of business you intend to operate, and how you intend to operate it is known as _

Solution to the self- Assessment exercise

(**1**) Profit is the amount of money a business earns above and beyond what is spends for salaries and other expenses. Therefore, business provides people with the opportunity to become wealthy. Entrepreneur is a person who risks time and money to start and manage a business.

(**2**) Business Plan

4.0 CONCLUSION

A business plan is a written document that describes in details what kind of business you intend to operate, how you intend to operate it, and why you believe it will succeed. It is back with logical, factual and financial documentation.

5.0 SUMMARY

A business plan is a formal statement of a set of business goals. Starting up a business is not an easy venture even where a substantial amount of money is available at one's disposal to start. It entails the science of creation and art of management. Therefore, to guide against risk and plan for your overall financial sustainability requires an overall financial plan, a business plans follows and then operation.

6.0 TUTOR MARK ASSIGNMENT

Draft a business plan for the establishment of small-scale business.

7.0 REFERENCES/FURTHER READING

Amit J. ShahI (2012). *Introduction to Business*. Boston: McGraw-Hill Higher Education

D.H.J. (2013) *The Business Planning Guide: (reaching a plan for success in your own business.* (7th ed). Chicago, IL: Upstart publishing company. Inc.

Power P. (2016). Start and Run a Business from Home: How to turn your hobby or interest into a business, United Kingdom: Books Ltd.

Mike McKeever. (2017). How to write a business plan. (10th Ed.). California: Delta Printing Solutions, Inc.

UNIT 4 BUSINESS STRUCTURE

CONTENT

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 Types of Business Structure

3.2 Sole Proprietorship

3.3 Partnership

3.4 Corporation

4.0 conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 Reference/Further Reading

1.0 INTRODUCTION

Business includes all profit-oriented economic or commercial activities carried out by an individual or a group of persons as a means of livelihood. Therefore, in a money economy, production and distribution are in the hand of very large number of business enterprises which vary hugely in their scale and organization. The reason for this variety of business organization is that some activities can be carried out only by large firms while others are best initiated by small ones.

2.0 OBJECTIVES

After studying this unit, students should be able to:

❖ Enumerate advantages of forming a partnership over a sole proprietorship

❖ Identify and explains the dead of partnership

❖ Explained reason why someone want to form a Corporation rather than a partnership

3.0. MAIN CONTENT

3.1 Types of Business Structure

      i. Sole Proprietorship

      ii. Partnership

iii. Corporation

3.2 Sole Proprietorship

A Sole Proprietorship is one individual or married couple in business alone, sole proprietorship is the most common form of business structure. This type of business is simple to form and operate, and may enjoy greater flexibility of management, fewer legal control and fewer taxes. However, the business owner is personally liable for all the debt incurred by the business.

Advantages

a. Easy Formation: These are little or no legal requirement to form it except   registration of business name and obtained of license.
b. Complete control over the business
c. All profits are the property of the owner
d. Enjoys maximum secrecy
e. There is flexibility in decision making
f. Smallness of the business makes its management easy
g. Easy Dissolution: The business can always wind up at the owner instance.
h. Freedom to establish and run any number of types of business at the same time

Disadvantage

a. Inadequate Financial Resources
b. It involves high person risks
c. Unlimited liability
d. This is the biggest disadvantage of the sole proprietor because of his personal liability for business debts, in case of business failure
e. Limited Life Span: The death of the single proprietor most often brings the enterprises to an end
f. He is unable to retain professionals.

3.3 Partnership

A partnership is defined as a legal business with two or more owner. There are several types of partnerships: (1) General Partnerships (2) Limited Partnerships, and (3) Master Limited Partnerships.

A general partnership is a partnership in which all owners share business and Financial Obligation (dept, for example) of the business.

This form of 'business ownership is mainly found in professional practice such as accounting firms, legal firms, doctor clinic, consultancy services. e.minor. e.g. registration of business and obtaining a license or permit, the rights and Liabilities of partners are spelt out.

Advantages of Partnership

a. Adequate Financial Resource
b. Provision of Variety of expertise to the firm
c. Ease of formation
d. Greater Continuity
e. Partnership offers opportunity to individuals to combine their professional know-how and managerial skills for a common profitable purpose
f. Limited member enjoys limited liability in limited partnership

Disadvantages of Partnership

a. Misconduct of a partner can ruin the firm
b. Unlimited Liability: each partner, like the single proprietor, is liable to the debt of the business.
c. Inter-personal Quarrels among partners: there are occasional misunderstandings that can affect the partnerships because they are human beings.
d. Limited Life: The withdrawal or death of a major partner may impose difficulties on the remaining partners.

The Partnership Deed

1. The name of the Business
2. The name and address of all partners
3. The purpose and of the business, the location of the Principal Office and any other locations where business will be conducted
4. The duties of each partner
5. The salaries and drawing account of each partners
6. Provision for sharing of profits or losses

7. Provision for accounting procedure

8. The requirement for taking in new partner s

9. Any special restrictions, rights, or duties of any partner

10. Provision for a retiring partner

11. Provision for how grievances will be handled

12. Provision for how to dissolve the partnership

3.4 Corporation

A corporation has been described as a "Legal Entity" having a separate life from its owners. Unlike the other two forms of business organizations, the ownership of a corporation is represented by shares in the company. Any one owns shares in a corporation become a part-owner of the business; these shares are after bought can sold at open market. The liabilities of the owners of a corporation are limited to the amount of money they invested in the business. Another feature is that this ownership investment is also transferable from one individual to the other. A corporation is a more complex business structure. A corporation has certain rights, privilege, and liabilities beyond those of an individual. Doing business as a corporation may yield tax or financial benefits, but these can be offset by other considerations, such as increased licensing fees or decrease personal control.

Corporation may be formed for profit or Non-profit purposes. Filling with the corporate affairs commission is required.

Advantages

a. Greater Capital: Corporation have greater financial capability since capital can always be raised by selling shares.

b. Limited Liability: The liability of members is limited to the amount of money they put into the business. Total corporate liability is the assets provided in the balance sheet.

c. Continuous Life: Unlike the other forms of business organizations which are most often dissolved by the death of partners, the corporations' life is not affected by the death of a member Stockholder. It has a continuous existence.

d. Ease of Transfer of Ownership: The shares are transferable from one person to the other. Formal transfer of share certificate titles is normally handled by a fiduciary agent e.g. banks.

e. The authority and power of a corporation is centralized and delegated according to necessity.

f. Management Ability: Corporation is known to employ the best executives to man their affairs.

g. Application to both big and small firms: While Large Corporation issues share worth Millions of Naira, Small Scale Corporations can be formed with as little as N5,000.00

Disadvantages

a. Double Taxation: The owners of a corporation are subjected to double taxation. The corporation pays on its income and when the divided is paid to its owners, it is considered a personal income which is subject to another tax payment.

b. Difficulty in Establishment: Corporations face many legal restrictions. These are also expensive to establish.

c. The owners are separated from the control of the business.

SELF ASSESSMENT EXERCISE

1. What are the advantages of forming a partnership over a sole proprietorship?
2. What are deeds of partnership?

Solutions to the self-Assessment Exercise

1. Advantages of Partnership

a. Adequate Financial Resource

b. Provision of Variety of expertise to the firm

c. Ease of formation

d. Greater Continuity

e. Partnership offers opportunity to individuals to combine their professional know-how and managerial skills for a common profitable purpose

f. Limited member enjoy limited liability in limited part

2. The followings are deed of partnership

a. The name of the Business

b. The name and address of all partners

c. The purpose and of the business, the location of the Principal Office and any other locations where business will be conducted

d. The duties of each partner

e. The salaries and drawing account of each partners

f. Provision for sharing of profits or losses

g. Provision for accounting procedure

4.0 CONCLUSION

A Sole Proprietorship is the easiest kind of business to start and sole proprietorship operated by a sole proprietorship is formed when two or more persons shares in the ownership of a business by voluntary agreement of all the three forms of business organizations enumerated above, the corporation is the most complex both in its formation and operation.

5.0 SUMMARY

A sole proprietorship is the most common form of business structure, it is very simple to form and operate with a greater flexibility of management and fewer legal controls while A Partnership is defined as a legal form of business with two or more owners. There are several types of partnerships such as (1) A general Partnership (2) Limited Partnerships and (3) master Limited Partnerships. Finally,

A corporation is a more complex business structure. A corporation has been described as a "legal entity", having a separate life from its owner. Unlike the other two forms of business organizations, the ownership of a corporation is represented by shares of stock in the company.

6.0 TUTOR-MARKED ASSIGNMENT

1. Why would someone want to form a corporation rather than a partnership?

2. Enumerate five (5) deed of partnership

3. What are the advantages of forming a sole proprietorship over a partnership?

7.0 REFERENCES/FURTHER READING

Madura J. (2014) Introduction to Business. Boston: McGraw-Hill Higher Education

Harvard Business School Press. (2018). *Harvard Business Review Entrepreneur's Handbook: Everything You Need to Launch and Grow Your New Business*. Boston, Massachusetts: Harvard Business School Publishing Corporation.

UNIT 5 MANAGEMENT AND CONTROL OF BUSINESS STRUCTURE CONTENT

1.0   Introduction

2.0   Objectives

3.0   Main Content

3.1   Types of Business Structured Compared

3.2   Sustaining Business Structure Content

4.0   Conclusion

5.0   Summary

6.0   Tutor-Marked Assignment

7.0   References/Further Reading

1.0   INTRODUCTION

Conducting and managing business operations is a crucial venture due to variations in some factors such as social, cultural and economic, from one locality to another. This can be possible where there is an effective business structure well designed and controlled by a good business manager or administrator. Accurate Information, Timely Information, Size of the Business and Market Segmentation are key in the formation of a good business structure content.

2.0   OBJECTIVES

After studying this unit, readers should be able to;

•   Differentiate between the corporation, partnership and sole proprietorship

•   Describe the document needed to start Sole proprietorship Business.

3.0   MAIN CONTENT

3.1   Types of Business Structured Compared

Partnerships Corporation

	Sole proprietorship	General Partnership	Limited Partnership	Conventional Corporation	Limited Liability Company

Documents Needed to Start business	None: may need permit or license	Partnership agreement (oral or written)	Written agreement; must file certificate of limited partnership	Articles of incorporation, by laws	Article of organization and operating agreement; no eligibility requirements
Ease of termination	Easy terminate: just pay debts and quit	May be hard to terminate, depending on partnership agreement	Same as general partnership	Hard and expensive to terminate	May be difficult, depending upon operating agreement
Length of life	Terminates on the death of owner	Terminates on the death or withdrawal of partner	Same as general partnership	Perpetual life	Varies according to disssolution dates in articles of organization
Transfer of ownership	Business can be sold to qualified buyer	Must have other partners(s) agreement	Same as general partnership	Easy to change owners; just sell stock	Can't sell stock
Financial resource	Limited to owner's capital and loans	Limited to partners' capital and loans	Same as general partnership	More money to start and operate; may sell stocks and bonds	Same as partnership
Risk of losses	Unlimited liability	Unlimited liability	Limited liability	Limited liability	Limited liability
Taxes	Taxed as personal income	Taxed as personal income	Same as general partnership	Corporate, double taxation	Varies
Management responsibility	Owners manages all areas of the business	Partners share management	Can't participate in management	Separate management from management	Varies
Employee benefits	Usually fewer benefits and lower wages	Often fewer benefits and lower wages; promising employee could become a partner	Same as general partnership	Usually better benefits and wages, advancement opportunities	Varies, but are not tax deductible

SELF ASSESSMENT EXERCISE

1. Differentiate between corporation and partnership

2. Compare length of life Sole Proprietorship, Partnership and Corporation

Solutions to the Self -Assessment Exercise

	Sole proprietorship	**General Partnership**	**Limited Partnership**
Documents Needed to Start business	None: may need permit or license	Partnership agreement (oral or written)	Written agreement; must file certificate of limited partnership
Ease of termination	Easy terminate: just pay debts and quit	May be hard to terminate, depending on partnership agreement	Same as general partnership
Length of life	Terminates on the death of owner	Terminates on the death or withdrawal of partner	Same as general partnership
Transfer of ownership	Business can be sold to qualified buyer	Must have other partners(s) agreement	Same as general partnership
Financial resource	Limited to owner's capital and loans	Limited to partners' capital and loans	Same as general partnership
Risk of losses	Unlimited liability	Unlimited liability	Limited liability
Taxes	Taxed as personal income	Taxed as personal income	Same as general partnership

(2). Partnership agreement (oral or written)

3.2 Sustaining Business Structure Content

Finding more capital is only one of the challenges created by business growth. The business structure differs in terms of document needed to start Business, Ease of Termination, Length of Life, Transfer of Ownership, Financial Resources, Risk of Losses, Management responsibilities as well as employee Benefits. As your business scales up, it also needs to change. You may need to modify your strategy, reshape your offering, shift your structure, or reconsider how you workers.

Some of the ways to sustain Business Structure Content are as follows:

1. exploiting the learning curve to maintain a cost advantage,
2. not pricing for maximum profit (high profits attract competitors), and
3. continually refreshing the offer to customers.

4.0   CONCLUSION

Every business rests on an economic structure that influences the enterprise's ability to compete and succeed. It is key to note that business structure follows strategy, and staffing follows structure, and you hold the strategy together with systems.

5.0 SUMMARY

Conducting and managing business operations is achieved when effective business structure is designed and used properly. Several business structures exist in the form of Partnerships Corporations or Sole proprietorship. Growth forces business corporations or companies through transitions. Continued growth is usually a function of a sustainable strategy, the ability to expand into other markets, and mechanisms for scaling up the volume of output.

6.0   TUTOR-MARKED ASSIGNMENT

(1)   The company differs from a partnership, and sole proprietorship Discuss

(2)   Explain the management responsibilities of partnership and corporation

7.0 References/Further Readings

Madura J. (2014) Introduction to Business. Boston: McGraw-Hill Higher Education

Harvard Business School Press. (2018). *Harvard Business Review Entrepreneur's Handbook: Everything You Need to Launch and Grow Your New Business*. Boston, Massachusetts: Harvard Business School Publishing Corporation.

MODULE 2   COMMUNICATION SKILLS

Unit 1 Introduction to communication

Unit 2 Communication process

Unit 3 Forms and media of communication

Unit 4 Pattern of communication flow in the office/ organization

Unit 1   INTRODUCTION TO COMMUNICATION

1.0   Introduction

2.0   Objectives

3.0   Main Content

3.1   Meaning of Communication

3.2   Various viewpoints/ Perspectives of communication

3.3   Goals of Organization Communication

3.4   Features of Effective Communication

3.5   Types of Communication

3.6   Communication Rights and Responsibilities

4.0   Conclusion

5.0   Summary

6.0   Tutor marked assignment

7.0   references/further reading

1.01   INTRODUCTION

Communication is the exchange and flow of information and ideas from one person to another. It involves a sender transmitting an idea to a receiver. Effective communication occurs only if the receiver understands the exact information or idea that the sender intended to transmit.

Communication is sharing our feelings, ideas and options with others. It can simply be described as the interchange of information between or amongst two or more persons, through a common system or symbols. It is the transmission of the information from a source to a destination. Communication is fundamental to daily living and existence on earth.

2.0   OBJECTIVES

After completing this unit, student should be able to:

* Explain the meaning of communication

* Explain the different viewpoint of communication

* Explain the goal of communication.

* Explain the Features of Effective Communication

* Explain the Types of Communication

* Explain the Barriers to effective communication

3.0   MAIN CONTENT

3.1   Meaning of Communication

The word "Communication" is derived from the Latin word "communis" which means "Common", i.e. to share, exchange, send, transmit, write, relate and communicate. Other source mentions that 'communication is derived from Latin term 'communicare', which means to impart or participate. Individuals involved in communication by this definition attempt to ensure a common basis for understanding the message that is communicated between them.

Communication can be one way or two ways. A one- way communication system is the one in which communication flows from the originator to the receiver only, such as radio and television broadcast. A two- way communication system is one in which communication flows from the originator to the receiver with the existence of a feedback system from the receiver to the originator. Communication is a two a two-way process and is not complete without feedback.

Feedback ensures that communication is more effective because it also confirms receipt and adequate understanding of the intended message. Therefore, Business communication refers to internal within the organization to maintain the internal interaction as well as external communication that is interaction with the others in the field, public sector, clients and customers. Business communication is somewhat different and unique rather from other type of communication since the purpose of business is to get profit. Thus, to make good way for profit the communicator should develop good communication skill.

3.2   Various viewpoints/ Perspectives of communication

There various definitions of communication by scholars in various fields. Some of the recent definitions of communication are:

(a)   Church (1999) perceived communication as the transfer of information and understanding from one person to another.

(b)   Boo her (1994) perceived communication as a process of helping organizations to motivate and direct employees, transforming attitudes, influencing behavior, persuading, seeking cooperation and orientating people towards their physical and social environment.

(c)   Megginson (1983) described communication as the chain of understanding that links the members of various unit of an organization at different levels and in different areas. He was of the opinion that the concept of communication has three elements, namely, an adoption of a system for communicating among individuals; the recognition and usage of a channel for passing or transmitting information between two or more people, and the act of making oneself understood.

(d)   Davis (1981) perceived communication as the transfer of information and understanding from tone person to another. It is seen therefore as a way of reaching other with ideas, facts, values and thought.

(e)   American society of Trading Directors, assert that good communication is "the interchange of thought or information to bring mutual understanding and confidence or good human relation.

(f)   Being (1993) Stated that communication could be perceived as the life wire of organizations.

(g)   Stoner (1978) Stated that a good definition of communication should however, consist of three essential points. These are:

(a)   That communication as the term is being used involved people, and that understanding communication therefore involves trying to understand how people relate to each other.

(b)   That communication involves share meeting, which suggests that in other for people to communicate, they must agree on the definitions of the term they are using; and

(c)   That communication is symbolic, that is, gestures, sounds, letters numbers, and words can only represent or approximate the ideals they are meant to be communicate.

Moreover, it could be said that communication is an essential element required in all organizations and that a lack of inadequacy of it, can impede the attainment of organizational goals. Communication forms the foundation of all interpersonal relationships within any organization. It thus suggests that people must embrace communication and relate with one another in the pursuance of the organization's goals and objectives.

3.3   Goals of Organization Communication

Communication has been described as a very vital tool in the process of managing. It is a daily occurrence at the work. place and in our daily lives. Broadly speaking, the four major goals of communication are to:

      a.   Improve recipient's level of understanding;
      a.   Elicit receiver's response.
      b.   Create good relations; and
      c.   Create organizational goodwill.

i.   To improve recipient's level of understanding of the message communicated: When the sender sends a message, it is obvious to him what meaning the message is intended to convey. What is not clear, however, whether the receiver would understand the message as the sender intends it to be. The expected receiver's understanding of a message is the most critical goal or objective of the communication process. A message that is unable to elicit the appropriate receiver's understanding may be ambiguous because it could be interpreted anyhow by various parties if the were the recipients.

ii.   To Elicit Receiver's Response: Once a message is received, the receiver will respond by one of several actions, depending on his understanding of the message. In direct conversation, the receiver has the benefit of seeking clarification on the import of the message and the sender could also take advantage of the face-to-face interaction to explain any ambiguities in his message. In written communication, however, this is not possible and the message may thus elicit varying interpretation.

iii.   To create good relations: Another goal of communication in the creation of good relations between the parties. The sender of a message must ensure that the message does not cause strains in relations primary responsibility for creating and maintaining good relations would be assumed by the sender and this can be done by ensuring that the wording of the message looks good, positive and encouraging. Composing messages whose contents stress the interests of the receiver is critical.

iv.   To create organizational goodwill: Goodwill is a critical success factor in business and communication that must be used to enhance the creation of organizational goodwill. The goodwill of all stakeholders that the organization deals with such as clients, suppliers, customers, government, the community, etc, is necessary for the continued successful operation of business. Similarly, when individuals communicate, the receiver of the message must enjoy his or her confidence and trust as this is likely to facilitate receivers' appreciation and response.

3.4 Features of Effective Communication

1. **Communication is Transactional:** Each person is both sending and receiving simultaneously. Parties communicating have an impact on each other Communication is a Process

2. **Changes in events and relationships are part of a continuous flow**: Every communication experience is the result of the accumulation of experiences preceding the present one. The new experience affects the future ones.

3. **Communication is Sharing Meaning with Others:** A person from one location is an erasure but it is a sender in another location.

3.5 Types of Communication

People in managerial roles have many opportunities to communicate with others. Communication can be classified in the following different ways.

1. **Intrapersonal Communication:** When people talk to themselves, communication takes place within the brain. It embraces their thoughts, experiences and perceptions during a communication event. Behavior responses on all other levels of communication essentially begin on intrapersonal level.

2. **Interpersonal Communication:** Interpersonal communication is also referred to as dyadic communication, or communication between two individuals. This type of communication can

occur in both a one-on-one and a group setting. This also means being able to handle different people in different situations and making people feel at ease. Gestures such as eye contact, body movement, and hand gestures are also part of interpersonal communication. The most common functions of interpersonal communication are listening, talking and conflict resolution.

3. **Small Group Communication:** Small group communication is an interaction process that occurs among three or more people interacting in an attempt to achieve commonly recognized goals either face-to-face or through mediated forms. This is sometimes included in the interpersonal level — the most obvious difference is the number of persons involved in the process. The small group may be a family of three talking at supper, or a meeting of an organization with just a few members.

4. **Public Communication or Public Speaking:** The speaker sends messages to an audience, which is not identified as individuals. Unlike the previous levels, the speaker is doing most, if not all, of the talking.

5. **Mass Communication:** Mass communication occurs when a small number of people send messages to a large anonymous and usually heterogeneous audience using specialized communication media. It represents the creation and sending of a homogeneous message to a large heterogeneous audience through the media.

6. **Non-Verbal Communication:** In non-verbal communication, people send messages to each other without talking. They communicate through facial expressions, head positions, arm and hand movements, body posture, and positioning of legs and feet.

3.6 Communication Rights and Responsibilities

Effective communication demands that the parties involved in communication have a shared and clear appreciation of the various definitions and parameters about which information is being exchanged. There are four basic communication skills in effective communication. These are writing, reading, talking, and listening. All these skills accord certain Rights and Responsibilities which are as follows:

Rights	Responsibilities
1. You have the right to be treated with respect.	1. You have the responsibility to treat others with respect.

2. You have the right to have and express your own opinions	2. You have the responsibility to listen to the opinions of others.
3. You have the right to ask for what you need and want in order to be effective	3. You have the responsibility to acknowledge and address the needs of others.
4. You have the right to set reasonable limits	4. You have the responsivity to respect the limits and boundaries of others.

SELF ASSESSMENT EXERCISE

1).   In communication confirms receipt of the message.

2).   List and explain any four (4) goals of communication

Solutions to Self- Assessment Exercise

1.   Receiver

2.   The four major goals of communication are to:

        •   Improve recipient's level of understanding;

        •   Elicit receiver's response.

        •   Create good relations; and

        •   Create organizational goodwill.

4.0   CONCLUSION

Communication is the exchange of meaningful expressions between individuals or group through a common system or symbols. Communication is seen therefore as a way of reaching others with ideas, facts, value and thought. Business communication since the purpose of business is to get profit. Thus, to make good way for profit the communicator should develop good communication skill

5.0 SUMMARY

In this unit, the definition and the various viewpoints of communication have been examined. Also explained are the goals of communication. Communication is seen a sharing our feelings, ideas, and opinions with others; also defined as the interchange of information between or amongst two or more persons through a common system. Similarly, the origin of the word "Communication" as

deriving from the Latin word "Communes" which is explained to means "Common" is noted. The implication of this definition is that individual involved in the communication process need to attempt to ensure a common basis for understanding in order to enhance the process. The following major goals were discussed; level of recipient's understanding, eliciting receiver response, creating good relations and creating organization goodwill.

6.0 TUTOR MARKED ASSIGNMENT

1. What is the meaning of the term 'Communication?'

2. Communication is process.

3. Communication is a vital in both formal and relationship.

7.0 REFRENCES/FURTHER READING.

Center for Good Governance. (2011). Handbook on Communication Skills. Hyderabad. Center for Good Governance.

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Southeast Asian Initiative to Social Responsibility. (2016). Communication and Skills Development. Germany: ECC International

UNIT 2   COMMUNICATION PROCESS

CONTENT

1.0   Introduction

2.0   Objectives

3.0   Main Content

3.1   Communication Stage

3.2   The Principle of Effective Communication

3.3   Importance of communication

3.4   Roles of Effective Communication in Business:

4.0   Conclusion

5.0   Summary

6.0 Tutor Marked Assignment

7.0 References/Further Reading

1.0   INTRODUCTION

Communication improves recipient's understanding, creates good relations and improves organizational goodwill. These goals may be achieved only when the communication is a two way process and involves a 'sender' and a 'receiver'. There is a process by which the communication system works. According to Aggrawal (2002), the communication process is a loop that connects the sender and the receiver and operates in both directions. Communication is not complete until the original sender knows that the receiver understands the message.

2.0   OBJECTIVES

After studying this unit, readers should be able to:

- Enumerate the stages of the communication process
- Discuss the principles of effective communication
- Explain the importance of communication

- Explain the role of effective communication
- Identify the factors that contribute a barrier to effective communication

3.0 MAIN CONTENT

3.1.   Communication Stages

Scholars all over the world have been concerned with the identity of the main elements of communication process. The following are generally accepted as the key elements of communication process:

1. The origin and source of information
2. The message or information to be transmitted
3. An encoder: which is the commonly used and understandable language or symbol by which the message is transmitted or sent
4. The channel through which the transmission process take place medium of transmission
5. A Decoder: This is the tool by which the receiver deciphers the transmitted message- understanding the message
6. Destination/audience-the receiver(s) at whom the message is directed and which constitute the destination of the transmitted message
7. Noise: This is anything that distorts the meaning or makes it imperceptible to the audience or receiver of the message. This is a major disturbance or hindrance to effective communication. In electronic transmission, such hindrances are generally referred to as impedance. Their occurrences either hinder or distort the message. It may lead to poor reaction.
8. Feedback: This is the response or reaction of the receiver of the message when it has been properly received and understood. It may be directly or indirectly communicated to the sender
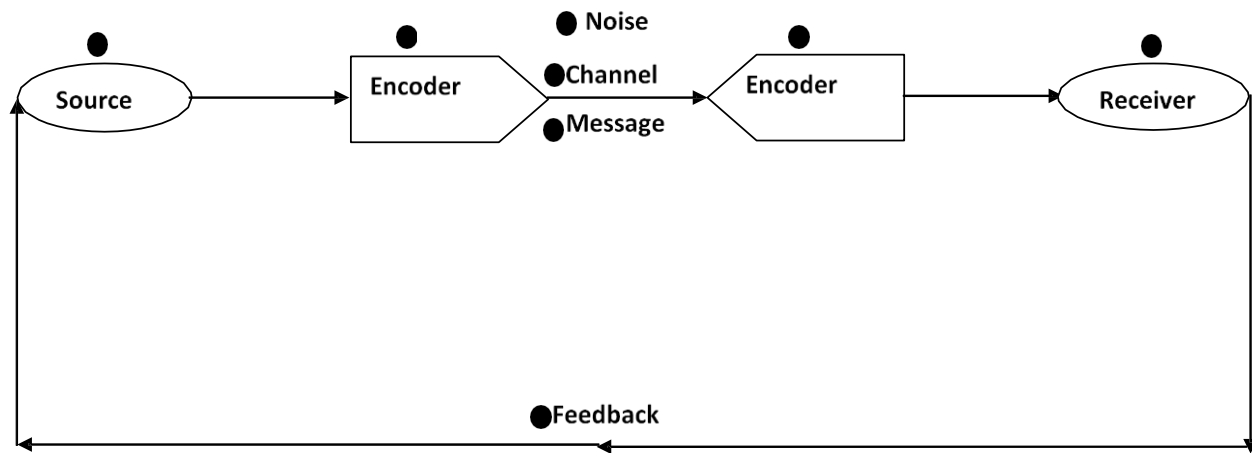
Figure 1:1 Shannon and weaver's model of communication process showing feedback

The Shannon – Weaver Model

The model above indicates that the source, channel and the receiver are the major determinants of communication process. This explains why they are inside the box. However, the encode and decode variables, being a part of the process are subject to source and receiver respectively. In order words, they are the contents of the message. Thus, a pentagon is used to denote the function. The ideas or information that are composed by the source or sender in a chosen language or expression are interpreted by the receiver in such a way that they cannot exactly what the sender intends in the message so as to give the appropriate feedback.

3.2   The Principle of Effective Communication

Bad communication skills in any form could, in the long run, be costly to us as individuals in terms of image and perception. In business, poor communication could greatly damage the organization's reputation and possibly put off potential clients. Communication experts have advocated the following principles to improve the effectiveness of communication situations

a. Choice of words: The sender must choose words that the receiver will understand to ensure effective decoding of the message. This could be effectively done when we understand the recipient's interests, attitudes, emotions and knowledge level as these variables could have an impact on message decoding

b. Clarity of purpose: The sender should be dear, concise, and to the point and thus avoid any irrelevant matter. Once this is done, no room is left for ambiguities, which could possibly lead to the message failing to convey the intended meaning.

c. Listen intelligently: Listening is just as important as speaking in order that the process is able to achieve the desired results the receiver may do a disservice to the process if adequate attention is not paid when the message is being communicated. One approach to addressing this problem of inadequate attention is for the sender to try to read to himself the written message whilst pretending to be the recipient. In this way, the sender is in a position to consider whether listening would be effective and thus deliver the desired results.

d. Selection of suitable media; the method for delivery of the message could have an impact on the expected results. This impact could be favorable or unfavorable depending on the suitability of the medium in a particular circumstance. For optimum results, therefore it is imperative that the encoded message would elicit the right response. Choice of media should be considered in relation to distance, time, sense of urgency and cost.

e. Appropriate timing of the communication: Depending on the nature of the message a particular time may not be suitable. It is important to decide when to send a particular message.

f. Obtaining feedback: obtaining feedback will ensure that the communication has been effective. As stated earlier, a message may not be understood as a result of the inadequacies of the receiver but also because the sender may not have made the right decisions in relation to what likely impression could have been created by language and expressions used, suitability of the timing of delivery, nature of tone and appropriateness of the manner of delivery.

g. Standard: the quality of response obtained from the communication process is as good as the standard set for all aspects of the process is as good as the standard set for all aspects 9of the process. High standards in choice of media, methods used both in relation to language and presentation are suitable for the purpose and objective of the message being communicated.

3.3 Importance of communication

a. Communication skills are essential not only for the efficient discharge of one's duties in the formal work place setting, but also to the individual and society at large. Communication is a key to the achievement of organizational goals and objectives.

b. Good communication skills are required not only for presentations but more importantly to keep up the interest of the audience in the subject matter being discussed whether in a meeting, seminar, workshop or forum situation.

c. Communication serves as an intermediary between two parties where the sender send a message intended to elicit some specific response and the receiver reacts by providing that response.

d. Communication helps job seekers to obtain the jobs they wants. Communication assists in the design of personal profiles, composition of the application letter and discharging oneself creditably at the job interview with confidence.

e. Communication helps to promote positive relation with other through enhanced ethical communication, concern, compassion, and empathy.

f. Communication helps in the provision of good and efficient leadership. Good communication skills can lead to clear, unambiguous directives and instruction but also serve the purpose of motivating subordinates at the work place.

g. Individuals may use the information obtained from the media for a number of purposes including weather forecast, determination of dress code, means of transport, as well as to update themselves on the happening around the globe.

h. Integrated marketing communication is widely used for promotional purpose and for crafting strategy that delivers competitive advantage in today's increasingly business environment.

Hoyt (2000) highlighted the importance of communication an administration as follow:

a. It assists in development of plans for their achievement

b. It organizes human and other resources in the most effective way.

c. It aids the establishment and attainment of organizational goals.

d. It leads, direct, motivates and creates a climate in which people want to cooperate and contribute their quotas.

e. It is great importance in controlling performance.

   Communication in the words of stoner (1978) is extremely important for manager for two reasons.

a. Communication is the necessary process by which the management accomplishes the functions of planning, organizing, leading and controlling the organization.

b. Communication is the activity to which managers devote an overwhelming proportion of their time.

Communication skills are essential for managers for their success at every managerial level. The menagerie responsibility, the more time and ability are needed for effective communication.

3.4   Roles of Effective Communication in Business:

a. communication helps in all the functions of a business industry, planning, organising, leading and controlling

b. Communication helps in promoting motivation in a group or team within an organization.

c. Communication acts as a fundamental asset in organizations. In the same way, organizing and delegating jobs also needs effective communication routines to be set-up to achieve team goals.

d. It is impossible for an individual to survive in the business industry without proper communication.

e. Business Industries depend heavily on major management functions like planning, organizing, leading and controlling. These kinds of functions require the managers to practice expert communication methods. Thus, to achieve all these steps of managerial functions, a managed and proper communication process flow along with details have to be established.

SELF ASSESSMENT EXERCISE:

1.   Explain Five (5) principles which you consider critical to the effectiveness of the communication process.

2.   Enumerate four (4) importance of communication

3.   Outline two roles of effective communication.

Answer to the Self- Assessment

1).   Principles to improve the effectiveness of communication are:

   a. Choice of words
   b. Clarity of purpose
   c. Listen intelligently
   d. Selection of suitable media
   e. Appropriate timing of the communication

2). Importance of Communication

f. Communication serves as an intermediary between two parties where the sender send a message intended to elicit some specific response and the receiver reacts by providing that response.

g. Communication helps job seekers to obtain the jobs they wants. Communication assists in the design of personal profiles, composition of the application letter and discharging oneself creditably at the job interview with confidence.

h. Communication helps to promote positive relation with other through enhanced ethical communication, concern, compassion, and empathy.

i. Communication helps in the provision of good and efficient leadership. Good communication skills can lead to clear, unambiguous directives and instruction but also serve the purpose of motivating subordinates at the work place.

3). Roles of effective communication entails:

a. Communication helps in promoting motivation in a group or team within an organization.

b. Communication acts as a fundamental asset in organizations. In the same way, organizing and delegating jobs also needs effective communication routines to be set-up to achieve team goals.

c. It is impossible for an individual to survive in the business industry without proper communication.

4.0 CONCLUSION

Communications improves recipients, create good relations and improves organizational goodwill. The origin and source of information, the message, and an encoder, the medium of transmission a decoder, destination/audience, noise and feedback are generally accepted as the key element of communication process. However, adequate understanding of these elements is required to appreciate what happens when one party is expressing an idea to another. Whist choice of words, clarity of purpose, listen intelligently etc. are various principles to improve the effectiveness of communication. Effective communication could be achieved in an establishment through the efforts of good administration by successfully organizing both human and material resources.

5.0 SUMMARY

Scholars all over the world have been concerned with the identity of the main elements of communication process. The generally accepted as the key element of communication process

spanning origin and source of information, information to be transmitted, an encoder, the channels through which the transmission process take place, a decoder, Destination; Noise and feedback for communication to be observed. These include; choice of words, clarity of purpose, selection of suitable media, listening attentively and intelligently, timing, standards and feedback.

Communication is important for various reasons such as for the individual's personal good, job search, for efficient leadership, presentation in a workshop or seminar and also for promoting good relations. The final aspect of this unit discussed the role of effective communication in business.

6.0   TUTOR MARKED ASSIGNMENT

1.   One of the following is the duty of a recipient of message

A. Decoding   B. sending feedback   C. interpretation D. Encoding E. Understanding

2.   Which of the following is NOT Crucial for effective communication?

a.   Choice of words

b.   Clarity of purpose

c.   Giving evidence

d.   Effective listening

e.   Appropriate timing

3. State Two (2) importance's of communication in administration as highlighted by Hoyt (2001).

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UNIT 3 FORMS AND MEDIA OF COMMUNICATION CONTENT

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 WRITTEN COMMUNICATION

3.2 Oral Communication

3.3 Non-Verbal Communication

4.0 Conclusion

5.0 Summary

6.0 Tutor Marked Assignment

7.0 References/Further Reading

1.0 INTRODUCTION

In this unit, the media or forms for communicating a message are considered. Communication is the essence of living. Human being can hardly co exit peacefully on earth without some forms of communication. Different forms of communication are used to covey message in civil society such as between individuals with organization and between the government and citizens in their large society. The most common forms of communication to be discussed will be verbal or oral communication, written communication as well as Non-verbal organization.

2.0 OBJECTIVES

After completing this unit, you should be able to

    a.   Identify the media of communication.

    b.   Differentiate between various media of communication

3.0 MAIN CONTENT

3.1 WRITTEN COMMUNICATION

This is the application of a group of alphabetical symbols of the language chose to convey the message or information to the receiver. The problem with this form of communication is that written language is a form of static chains of observed symbols and the reader is free to and usually does interpret these symbols the way he likes and such interpretation may sometime be contrary to what the writer intends. It is the only forms of communication that depend largely on the formal channels of transmitting message to the receiver.

Merit of Written Communication

a. It removes the necessity of personal contact expect where it becomes imperative to do so.
b. Written communication provides permanent records that cannot be dined of anytime.
c. Written communication gives the receiver the opportunity to read the message as often as he wants. This will eventually enhance the correct understanding of the message received.
d. Since more time is spent in thinking, planning and eventual communication is likely to be more accurate and more reliable than oral communication.
e. Written Communication provides recorded precedents, which could be used in law courts for prosecution and defense.

Demerit of Written Communication

a. It can be very expensive to produce written message

b. Security is not guaranteed in written communication as the written document can get into the hands of the in desired audience.
c. The sender of a written message is not always sure whether his message has been received or not.
d. Written communication creates maintenance problem in terms of space as bulky files and piles of papers are used. It takes time to prepare written document

3.2 Oral Communication

This is the types of communication that involves the use of words. It is also referred to as verbal communication in that, in this instance, it occurs when people communicate in spoken language, face-to-face or over electronic medium. Oral communication is a key element in our daily living. It is

accessible to anyone whether educated or not. It allows for opportunity for immediate translation of one language of communication to another. Effective verbal communication requires communicators to possess good pronunciation skills, good articulation of words or syllables as well as competence in sentence structure.

Benefits of Oral Communication

a. It is the most reliable method of bringing about a good interpersonal relationship.

b. It is fast and provides an immediate feedback in most cases.

c. It costs little or no money, except when it involves a telephone exchange.

d. It makes it possible for a communicator to convince his receiver on the sport.

e. It is easier to maintain secrecy in oral communication if it is well controlled than in written communication.

Shortcomings of Oral Communication

a. Face-to-face meetings can consume precious time

b. It lacks an aid to human memory, consequently, issue or facts communicated can be forgotten.

c. Oral communication can easily be distorted and misrepresented.

d. Oral communication is difficult to control especially when communicators are many.

e. Communicators could make unintended and regrettable statements because they do not have enough time to think properly before speaking.

3.3 Non-Verbal Communication

This is a method of passing information without any vocal pronouncement of the intended message. This form of communication employs the use of symbols, facial expression, pictures, gesticulation and other form of body expression apart from speaking.

Traffic signs along the highway, the control of movement of vehicles at cross- roads through traffic lights or traffic officials, and the Braille method of teaching deaf and dumb, all concentrate on the use of non-verbal communication. Also, among office workers, a smile from a colleague in the office, a clap of hands to call attention, are also forms of non – verbal expressions which can be employed in passing urgent information that preserve the confidentiality of the intended message.

Forms of Non-Verbal Communication

      a.   Facial expressions

      b.   Body posture

      c.   Gestures with hands, arms, head and so on

e. Interpersonal distance (Proxemics)

f. Touch or body contact

g. Eye contact

h. Clothing, cosmetics, hairstyle, jewelry

i. Colour symbolism

j. Paralanguage (voice pitch and infections, rate of speech, and silence)

k. Food symbolism and social use of meals

l. Attitude towards time and the use of time in business and social interaction.

Merits of Non-Verbal Communication

a. It makes verbal communication more effective by supporting with visual stimuli.

b. It provides further information concerning the transmitter. This can be normally understood through gestures, actions and tones of the voice.

c. Non-verbal communication save time since little is spent in transmitting messages.

d. It solves the problem of linguistic differences encountered in verbal communication.

Demerits of Non-Verbal Communication

a. Non – verbal communication a times requires the receiver to have extra skills of interpretation and understanding to be able to decode correctly the meaning of the message conveyed.

b. It is expensive when photographic, films and enlarged pictures are used.

c. Only simple and limited messages can be sent through the medium of non – verbal communication.

d. It can easily be misunderstood.

SELF ASSESSMENT EXERCISE

 1. Communication may be verbal or

2. E-mail is a form of communication

3. Explain   briefly advantage   of   verbal communication   over   non-verbal communication.

Solutions to the Self- Assessment

1.   Non – Verbal
2.   Non – Verbal/Electronic

3. Advantages of Verbal Communication includes:

a.   It is the most reliable method of bringing about a good interpersonal relationship.
b.   It is fast and provides an immediate feedback in most cases.
c.   It costs little or no money, except when it involves a telephone exchange.
d.   It makes it possible for a communicator to convince his receiver on the sport.

4.0 CONCLUSION

Any form of communication can be effective if properly handled. A properly communicated message cannot but has effect on the receiver, whether positive or negative. Once a position, thought or perception and understanding which aligns with the intention of the originator who sends the message

5.0 SUMMARY

A medium of communication refers to the means or methods by which one intends to get a message across to the intended recipient. A number of medias have been considered in this unit. The medium chosen for the transmission of a message must be suitable for the purpose in order that it can facilitate the process. Where unsuitable media are employed, the process of transmission may be gravely impaired.

The various forms, advantage and disadvantages have been discussed. Briefly in written communication, the information to be transmitted is document. Forms of written communication may include letter, memorandum, fax transmission, electronic mail, organization's periodicals etc.

Verbal communication occurs in situations where the information to be transmitted is done by word of mouth. Verbal communication may be transmitted through media such as interviews, meetings, telephone, and oral presentation and also through the use of public address system.

Non-verbal communication involves the transfer of information from a transmitter to a receiver through a number of medias some of which are body language, facial expressions symbols, and pictures.

6.0 TUTOR-MARKED ASSIGNMENT

    a. Facial expression is a form of language

    b. Enumerate Five (5) Merit of Written Communication

    c. State Five (5) Merit Oral Communications over the Non – Verbal Communication.

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UNIT 4: PATTERN OF COMMUNICATION FLOW IN THE OFFICE/ ORGANIZATION

CONTENT

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 Pattern of communication flow in an organization

3.2 Barriers to effective communication

3.3 Overcoming barriers to effective communication

4.0 Conclusion

5.0 Summary

6.0 Tutor Marked Assignment

7.0 References/Further Reading

1.0 INTRODUCTION

Community in well-develop organizations, may bring into play various forms and patterns. In a goal-oriented organization, communication flows in three main dimensions. These are downwards, upwards and horizontally. In this unit, the various patterns that may be at play in any standard organization systems are discussed. In addition, the very essence of information how is that the available information should reach those who need it at table the time and in the form they need it.

2.0 OBJECTIVES

After completing this unit, students should be able to:

   a. Describe the different pattern of communication
   b. Explain the way to checkmate rumor / grapevine

3.0 MAIN CONTENT

3.1 Pattern of communication flow in an organization

i. Formal system

ii. Vertical system

iii. Horizontal system and

iv. Informal system

v. Formal System

i. Formal system

In an organization setting, formal systems of communication are the types of communication which pass through the official channels in the organization. In this instance, the flow of communication is always backed by some degree of authority. Chief Executive officer originates a written memorandum for his department heads conveying a crisis meeting or given directive this may be referred to as formal communication. Therefore, through formal communication system, the organization disseminates all forms of policies, directives and instructions and guide lines for implementation.

ii. The Vertical System

The principal channel for routing directives and policies from top decision makers down through the organizational structure to the people who, at various levels will be required to implement them refers to vertical systems of communication in an organization. All forms of ideals, suggestion, queries, criticisms that originate from superior levels in the organization may be referred to as vertical communication and may be classified as either downward or upward directions.

a. Downward Communication: These are the flow of information from superiors to superior to subordinate. The downward flow of communication is the most common flow of communication in organizations. It may take the following forms:

b. Job Instructions: These about what to do and how to do it.

c. Procedures and practices: These are information about rules, regulations policies and benefits. For instance, "do not try to argue with unhappy customers. If you cannot handle them yourself call the manager.

d. Identify problems that need attention: e.g. manager raising an issue about the non-performance of particular accounting software in the organization database system.

e. Feedback: The manager can also provide information about how effective a subordinate is performing.

f. Upward communication – Information flowing from subordinates to superiors is referred to as upward communication. Upward communication is as important as downward communication to the organization.

Upward flow of communication may take the following forms:

a. Information relates to subordinate about himself, his performance, his problems and grievances.

b. Information about other subordinates and their problems

c. Suggestion about what needs to be done and how it could be done

d. Report on what has been done

e. Feedback about the subordinate

Managers rely on upward communication for ideas and how things can be improved. Both superiors and subordinate are involved in the transmission of vertical communication downward and upward communication.

The Horizontal System

Horizontal Communication – is a communication that takes place between peers at the same organizational level, that is occurs between people who operate at the same or similar levels in the organization: communication between and among members of office workers in the same department. According to draft (1988), horizontal communication may be divided into three principle categories.

a. Interdepartmental problem solving

b. Interdepartmental coordination

c. Staff advice to the departments

Horizontal communication or lateral communication saves times and facilitates coordination in the organization. It serves the following benefits

a. Task coordination – It promotes task coordination between departments or teams by encouraging departments to exchange information on the project

b. Problem solving – It facilitates problem solving by bringing people together to resolve issues

c. Sharing information that will enhance employee performance across different work group

d. Conflict resolution– It affords a means of resolving conflicts by bringing staff of various departments together at formal meetings for amicable resolution of conflicts.

e. Strengthening rapport among employee– It enhances morale by making available similar experiences of the different departments within the organization on the problem at hand despite the importance of good horizontal communication system. Horizontal communication does have loopholes, some of which are:

a. Rivalry people who feel threatened by one another are not likely to be cooperative. This threat can come from competition for promotion, praise or other scarce resources.

b. Information overload – This can also discourage employees from reaching out to others in different areas.

c. Lack of motivation – some employees may not understand the importance of lateral communication and simply avoid it because it is too much trouble

d. Specialization – Here people with different technical specialties may find it difficult to understand one another

(iii)   Informal Systems

Information is passed on by word of mouth among interested colleagues who have received it from various sources. Briefings memoranda, visits, report etc. it has now been established that a significant amount of communicating is done in organizations informally even when it is official. It should, however be noted that informal communication might be malicious and full of half – baked truths and if not monitored regularly and correctly, it could lead to mistrust and confusion in the organization. Some aspect of informal communication

Grapevine – The grapevine is one major route for informal communication. The grapevine referred to as common talk or hear say. They are news which have not factual basis as well as something which carry a preparative connotation. It has been established that the basis for grapevine

is rumors and gossips. Grapevine flourishes more particularly in organizations in which communication channels are more closed than open.

Characteristics or Grapevine

The major characteristics of the grapevine are as follows:

(i)   Management has absolutely no control over this form of communication

(ii)   It is perceived by most employees as being more believable and reliable than formal communiqués issue by top management

(iii)   It is largely use to serve the interest of the people within

Rumors

Rumor is defined as "talk" or opinion widely disseminated with no discernable source or a current statement or report without known authority for its truth (Webster, 1992)

Rumors are similar to gossip. However, it usually extends beyond a small group, conveys information that is neither authenticated nor able to be authenticated and relate to the larger group. Rumor is the product of ambiguous situation, rumor resolves contradictions, rumor explain not only misfortune but good fortune rumor can thrive on conspiratorial basis e.g., the incorrect information may be spread in an attempt to divide staff, or to discredit and demoralize an individual or group of staff.

Rumor could be embarrassing, Rumor could course chaos in business, it could terminate appointment, it could aggravate tension, induce riot and black mail the innocent. Effective information or communication is the only reliable means of controlling rumor mongering. Therefore business organizations must be open and accessible. Leaders of business organizations must not hoard information that deserves to be made known or public. Business leaders must be pro-active in information management. They should learn how to feel-forward. They should anticipate the desire of their employees and provide information.

3.2 BARRIERS TO EFFECTIVE COMMUNICATION

Barriers to effective organizational communication refer to all forms of impediments that may hinder the successful flow of communication in the organization. A number of barriers can retard or distort effective communication. Some of these barriers are discussed below.

(a) Language

Words mean different things to different people. People communicate mostly effectively with those who have communication styles similar to their own. Most people have severe difficulty communicating with those significantly different styles. People can readily change their communication style in order to "speak the language" of those with whom they are conversing. Even where all employees speak a common language like English, the interpretation can lead to language barriers. In order for a message to be clearly understood, any words used in it must have the same meaning for both the sender and the sender and the receiver. Bad use of language that the audience cannot understand must avoid by communicators.

(b) Selective Perception

This refers to a situation where people selectively interpret what they see or hear on the basis of their interest, background, experience and altitude. Selective perception allows people to "speed read" others, but not without the risk of drawing in accurate conclusion.

(c) Information Overload

Information overload is a condition by which information flow exceeds an individual's processing capacity. When there is too much information, the result is less effective communication. Simply result in individuals select out, ignore, pass over or forget information.

(d) Emotion

Emotion refers to how a person feels at the time of receipt of a piece of information. One's understanding of a message is strongly influenced by emotional factors such as anger, defensiveness, love, hate, fear, embarrassment, and jealousy. The way a person feels will influence how information is interpreted. Extreme emotions such as jubilations or depression are most likely to hinder effective communication.

(e) Noise

Noise is anything that distracts the attention of the sender or receiver from receiving information. Physical, psychological, technical or social noise is any form `of noise that can be created in the communication process which impedes the effective transmission communication.

(f) Screening and information filtering

Screening is the act of guarding against certain types of information. Screening may be subconscious – a defense mechanism that automatically tunes out unpleasant criticism or other unwanted information. Screening may be a conscious act by which information is deliberately suppressed

(g) Lack of knowledge

A person cannot give what he does not have. When the sender has inadequate or inappropriate knowledge of the needs of the audience, his communication cannot be effective.

(h) Misunderstanding

This could be that the message is not well decoded

(i) Time

Time can be a barrier to effective communication in a number of ways. When a person is asked to assimilate and act on information in a very short period of time. The resulting time pressure prevents efficient, reception, decoding and response behaviors communication.

(ii) Activities accomplished under undue time constraint are usually not effective.

(j) Lack of Feedback

Most communicator find it difficult to communicate their responses back to the original sender of information. When this occurs, then communication ineffectiveness will emerge because the sender might not know whether the message has been received and fully understood.

It is of great important to note that for communication to achieve the desired result, the sender or receiver has to ensure these barriers to effective communication are considerable reduced or totally eliminated if possible.

3.3 OVERCOMING BARRIERS TO EFFECTIVE COMMUNICATION

The under listed steps will be of immense help in reducing, if not eliminating, the barriers to effective communication.

a. Expanding the basis of communication to include feedback: Effective communication requires the receives to send feedback to the sender.

b. Proper use of language: communicators should language that will be understood by those involve in the communication process.

c. Improving Listening skills: Pays close attention to what the other is saying in order to improve the communication process.

d. Practicing Empathy: Empathy is an important ingredient for the efficient functioning of the organizational communication system.

e. Effective communication therefore requires that the listener understands exactly what others means and the perspective from which they speak.

f. Following Basis Communication Guidelines: Some standard guidelines includes:

      i. Eliminating ambiguities.

      ii. Using proper follow up.

      iii. Timing of message.

SELF ASSESSMENT EXERCISE

      (a) State four patterns of communication

      (b) Discuss the way you can checkmate rumor/grapevine

Solutions to Self -Assessment Exercise (a)

      i. Formal system

      ii. Vertical system

      iii. Horizontal system and

      iv. Informal system

(b). Effective information or communication is the only reliable means of controlling rumor mongering. Business organizations must be open and accessible. Leaders of business organizations must not hoard information that deserves to be made known or public. Business leaders must be pro-active in information management. They should learn how to feel-forward. Communication must be used to clear all ambiguity or areas that are contentious.

4.0 CONCLUSION

Formal systems of communication are the official means and procedures employed in the communication process. This kind of communication should always be backed by some degree of authority. Vertical system of communication refers to the principal channel for routing directive and

policies from top decision makers through the organizations systems and structures to people who are required to implement them. By downward communication we mean the type which flows from superiors to subordinates and appears to the most common flow of communication in an organization while upward communication refers to flow of information from subordinate to superiors.

Whist barriers to communication in art organizational setting often prevent the sender and the receiver from achieving mutual understanding or true meaning necessary for effective communication, Expanding the basis of communication to include feel back and proper use of language to reducing if not eliminating the barriers to effective communication.

5.0 SUMMARY

This unit has done a detailed discussion of various communications patterns in organization, such as Formal system, Vertical system, Horizontal system and Informal system. This unit discussed downward communication to be the most common flow of communication in organization. Upward communication refers to flow of information from subordinates to superior.

Also, Horizontal system of communication which may also be referred to as lateral communication and occur between people who operate at the same or similar level in the organization was also discussed. Information communication systems form a large portion of organizational communication patterns. System such as the grapevine, rumors, gossips and unintended comments all constitute types of information communication.

Communication, in general is always hindered by certain factors that do not facilitate the process. Among others, the following barriers of communication have been discussed; also for the process to be effective these barriers must be managed and a number of measures have been suggested in the unit for this purpose.

6.0. TUTOR MARKED ASSIGTNMENT

1. Lateral communication within an organization is more commonly known as
2. Within an organization, the information route used to disseminate unconfirmed information is called
3. Downward and Upward   flows of   information   are   both   instance of
4. Identify and Explain Three (3) barriers to effective communication.

7.0. REFERENCES/FURTHER READINGS

Mostchnig R & Ryback D. (2016). Transforming Communication in Leadership and Teamwork: Person-Centered Innovations, NewYork: McGraw Hill

Miller, K (2016), Organizational Communication: Approach and James s; Ode, I. and Soola. O. (2011).

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Clinch, J. (2015). Business Communication, NewYork: McGraw Hill

MODULE 3   BUSINESS CORRESPONDENCE

Unit 1 Meaning of business correspondence

Unit 2 Type of business correspondence

Unit 3 Report writing

UNIT 1   MEANING OF BUSINESS CORRESPONDENCE

1.0   INTRODUCTION

The best powerful medium of communication within organization, or between the human communities is the business correspondence. In our day to day life we exchange information, ideas and thoughts with our friends and other people. At times we directly talk to them and sometimes we also write letters to them. We express our feelings in a few words through a letter. We may solicit any information or we may write about a complaint in connection with our problems. Similarly, a lot of businessmen also exchange ideas, information through letters writing. Therefore, correspondence has an important place in the life of every person because they communicate business information to customer suppliers and others and at the same time receive a variety of letters from them.

1.0   OBJECTIVES

After studying this unit, students should be able to:

i.   State the meaning of Business Correspondence

ii.   Explain the Importance of Business Correspondence

iii.   Identify essential features of Business letters

3.0   MAIN CONTENT

3.1   Concept of Business Correspondence

Business Correspondence is the communication of exchange of information in a written format for the process of business activities. Business Correspondence can take place between organizations, within organizations or between the customers and the organization. Our feeling, thoughts e. t. c. are communicate to our friends and relatives through letters that may otherwise called Personal Correspondence. A businessman can also write and receives letters in his day- to- day transactions, which may be called business correspondence. Therefore, business correspondence or business letter is a written communication between two parties. Business may write letter to supplier of goods and also received letters from the suppliers. Customers may also write letters to businessman seeking information about availability of goods, price, quality and sample e. t. c. or place order for purchase of goods. Thus, business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities.

3.2   Essential features/characteristic of a good business letter

A correspondence should serve the purpose for which it is intended/writing. Letters are written for business convenience and as such, they should be impressive and purposeful. However, if a businessman writes a letter to the supplier for purchase of goods, the letter should contain all the relevant information relating to the products mode of payment, packaging, transportation of goods e. t. c.

These essentials characteristics of a good business letter are given below

1.   Neatness and correctness: A neat letter is always impressive. A letters either handwritten or typed should be neat and attractive in appearance. Overwriting and cuttings should be avoided. The essence of truth in the flower of business is the basic requirement of attracting the bee of a customer permanently. Whether correct and true. Honest is the very first essential requirement of any business. By a false statement we may succeed in trapping a customer, but dishonest never pays twice.

2. Conciseness: No unnecessary fact information should be mentioned in a letter. This can make the letter unnecessary lengthy. Hence, necessary facts or then clarity should not be inseparable quality of a letter.

3. Simplicity: The letter should be written in a simple and easy language so that the addressee can understand its meaning without refers to the dictionary. The letter should not be made complicated by using unnecessary difficult words. Therefore, difficult words should be strictly avoided.

4. Clarity: The language of the letter should be very clear as well as self- explanatory, so that the receiver will understand the message immediately, easily and correctly. Ambiguous language creates confusion. The letter will serve the purpose if the receiver well understands it, in the same manner in which it is intended by the sender.

5. Courtesy: A letter is a written conversation; therefore, it should be modest well-worded and courteous of far as possible. Courtesy wins the reader. Therefore, in business letter courtesy can be shown by using words like please, thank you etc. Even a bitter fact should be described in beautiful words. No word should hurt the feelings of the reader.

6. Accuracy: The statements written in the letter should be accurate to the best of the sender's knowledge. Accuracy demands that there are no errors in the usage of language, in grammar, spellings, punctuations etc. an accurate letter is always appreciated.

7. Concreteness: The letter must have the capacity to impress the addressee directly. Moreover, only those words should be used which can leave an impressive image on the mind of the addressee. More so, the letter should be solid and concrete in itself.

8. Completeness: A letter should be complete in all aspects. A complete letter is one that provides all necessary information to the users. For instance, while sending an order we should mention the desirable features of the goods i.e. their qualities, shape, colour, design, quantity, date of delivery, mode of transportation etc. In short, incomplete letters create the problem of unnecessary correspondence in the future.

3.3   Importance of business correspondence

Globally business operations are carried out and not limited to any locally, state or nation. Production takes place in one area but consumption takes place everywhere. There arises the need to contact each other personally. The importance of letters has increased because of vast expansion of business, increase in demand as well as supply of goods. Let us learn about the importance of business letters.

(i)   Aid in maintaining Proper Relationship: Globally, business activities are not confined to any area or locality. Businessman as well as customers are scattered throughout the country. Thus, bring into play the need to maintain proper relationship among them by using appropriate means of communication. Here, business letters play an important role.

(ii)   Economical Medium: Business information can be provided and obtained economically and conveniently through letters compare to other modes of communication like Telephone, Telex Fax etc.

(iii)   Create and maintain Goodwill: Businessman at times send letters to enquire about complaints and suggestions of their customers. They also send letters to inform the customers about the availability of a new Product, Clearance, sales etc. All this results in cordial relations with the customers, which enhances the goodwill of the business.

(iv)   Serve as evidence: In the case of dispute, between two parties letter serve as evidence. Letter serves as a record of all facts. Once something agreed upon is expressed in a letter writing, it is not possible to negate it.

(v)   Help is Expansion of Business: Business requires information regarding competing products, prevailing price, promotion, market activities etc. For a trader to run from place to place to obtain information, he will end up doing nothing and result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and thus enhance sales.

SELF ASSESMENT EXERCISE

(1)   What is meant by Business Correspondence

(2)   Explain the importance of writing a business letters

Solutions to Self -Assessment Exercise

1.   Business correspondence is the communication or exchange of information in a written format for the process of business activities. Business correspondence can take place between organizations, within organizations or between the customers and the organization. Business correspondence or business letter is a written communication between two parties. Business may write letter to supplier of goods and also received letters from the suppliers. Customers may also write letters to businessman seeking information about availability of goods, price, quality and sample e. t. c. or place order for purchase of goods.

2.   Importance of Writing Business Letter

- Aid in maintaining Proper Relationship
- Economical Medium
- Create and maintain Goodwill
- Serve as evidence
- Help is Expansion of Business

4.0 CONCLUSION

In our day to day life we exchange information, ideas thoughts and other information with our friend, relatives and other people. Therefore, correspondence has an important place in the life of every person. Business letters were not essential in olden days. But now the importance of letters has increased because of vast expansion of business, increase in demand as well as supply of goods.

5.0 SUMMARY

In this unit, we have defined business correspondence as the communication of exchange of information in a written format for the process of business activity. Essential features of a good business letters and importance of business correspondence have been discussed.

There is no doubt that business correspondence plays a major role in the day to day running of an organization.

6.0 TUTOR MARKED ASSIGNMENT

(1)   Describe the essential features of a good business letter

(2)   Given below are certain statements. Write 'A' against True Statement and 'D' against False Statement.

i.   Letter is form of written communication

ii.   Business letters leads to decline the goodwill of the firm

iii.   Letter is a convenient and economic mode of communication

 iv.   Through business letter personal contact can be maintained between buyer and seller

v.   Business letter help in removing misunderstanding between buyer and seller

7.0 REFERENCES/FUTHER READING

Sharma Krishma & Mohon (2012) Business Report Writing. India: McGraw Hill

Ode, James S. & O. Soola (2017). Introduction to communication for Business and Organizations, Ibadan: Spectrum Books Ltd.

UNIT 2 TYPES OF BUSINESS LETTER CONTENT

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 Business Enquiry Letter

3.2 Quotation Letter

3.3 Order Letter

3.4 Complaint Letter

3.5 Recovery Letter

4.0 Conclusion

5.0 Summary

6.0 Tutor-market Assignment

7.0 References/Further Reading

1.0 INTRODUCTION

Business Letter is written for the fulfillment of several purposes. The purpose may be extensive enquiry about a product to know its price and quantity, availability etc. The letters written for the purpose of knowing about the quantity, quality and price of the goods and the conditions of the business are known as enquiry letters. After receiving your letter the supplier may send you details about the product as per your query. If satisfied, you may give order for supply of goods as per your requirement. After receiving the items, if you find that the product is defective or damage, you may lodge a complaint. The following types of letters can be included in the category of business correspondence.

2.0 OBJECTIVES

At the end of this unit student should able to:

- Recognize the different types of letters used in business

- Identify point to remember while writing the order letter

3.0   MAIN CONTENT

3.1   Business Enquiry Letter: At times prospective buyers want to know the details of the goods which they intend to buy, like quality, quantity, price, mode of delivery and payment etc. they may also ask for a sample. The letters written for the goods and conditions of the business are known as enquiry letter. It is usually written by buyer to the seller.

Specimen of Business Enquiry Letter

Tel: 08127777217   Polargen Engineering Ltd.   E-mail: polarengr.ng.com

Fax: If Any   30 Ogbunike Street   Website:http://www.polargenltd.com
LekkiPenisula Phase I

EtiOsa Lagos.

Ref. PR/F/2014/22   Dated: August 27, 2014

M/s ABC Electrical Company Ltd. Port-Harcourt

River State.

       Subject: Enquiry about the price of Solar lighting and inverter. Dear Sir,

       We are dealing in retail trade of electrical appliances, we would be interested in selling your product Solar lighting system and inverter through our retail show room.

       Could you therefore, send us your quotations and let us know the terms and conditions of payment. Thank you.

Yours faithfully,

For M/s Polargen Engineering Ltd. (M. I. Capol)

Partner

The enquiry letter made by a prospective customer is the mother of a business relation. Therefore, while writing these letters, the following point should be kept/ borne in mind.

- Letter of enquiry should clearly state the information required, which may be asking for a price list or a sample

- The period or the date till which information is required, may also be stated.

- If you required some special rebate in connection with the purchase, it should be mentioned

- State specifically about the decision, size, quantity, quality etc. about the product or service in which the buyer is interested

- The present and future demand should be mentioned in the letter. This makes it convenient for deciding the terms and conditions of the business

3.2   **Quotation Letter:** After receiving letter from a probable buyer, the seller supplies the relevant information by writing a letter to the possible purchaser replying to his query. This letter is called the reply to enquiry or the quotation letter. Quotation letter are written keeping in view the information asked for like price list, mode of payment, discount to be allowed etc. Businessman should reply to the inquiries carefully and promptly. In short, we can conclude that a letter of quotation is a specific offer of sale, made in response to an enquiry.

Specimen of Quotation Letter

Tel: 08135818989   M/s ABC Electrical Company Ltd.   E-mail: abc_electic@yahoo.com

Fax: If Any   Port-Harcourt   Website: http://www.abcelectric_ng.com River State

Ref-SL/F/2014/12   Dated: September 10, 2014

M/s Polargen Engineering Ltd. 30 Ogbunike Street LekkiPenisula Phase I

Eti Osa Lagos.

Dear Sir,

Thank you for your letter of enquiry. We would be glad to meet your requirements of selling our Solar lighting System and inverter in your retail showroom. Our quotations are given in the price list enclosed. We offer 10% discount on order above N50,000.00. Besides, we allow a grace period of 45 days for payment of dues to our regular customers. We are confident that you will find our prices competitive and our terms and conditions reasonable. We look forward to meeting your requirements.

Thanking you.

End: Price List and terms and conditions

Yours faithfully,

For M/s ABC Electrical Company Ltd. (A. Beti)

Sales Manager

3.3 **Order letter:** If the purchaser approves the quoted price and terms quite reasonable. The prospective buyer after receiving the reply to his enquiry letter may decide to place an order with that business house which offers goods at minimum price and at favourable terms and conditions. Letters written by a buyer to the seller giving the order to purchase the goods is called order letter.

Point to be kept in mind at the time of writing the Order

The order letter is a very important do business document. Therefore, the following points must be remembered while writing it.

- Detailed description of the goods for which the order is to be placed should be mentioned. Size, kind, number of the commodity should be clearly mentioned. Every item/commodities should be written separately in the order. If the serial number of the goods is indicated in the booklet, that serial number should be written.

- The price of that item given in the price list should also be quoted.

- The place and time of delivery of the goods should also be stated in the letter.

- If the order is being sent / placed under some terms and conditions they should also be incorporated clearly.

Specimen of Order Letter

Tel: 081277777217 Polargen Engineering Ltd.   E-mail: polarengr_ng.com

30, Ogbunike Street   Website: http://www.polargenltd.com LekkiPenisula Phase I

EtiOsa Lagos

Ref.PR/F/2014/32 Dated: September 22, 2014

M/s ABC Electrical Company Ltd. Port-Harcourt

River-State

Subject: Your letter of quotation NO-SL/F/2014/12 dated September 10, 2014. Dear Sir,

Many thanks for your prompt reply to our enquiry letter of August 27, 2014. As we find your prices and terms quite reasonable. We wish to place a trial order as per the list enclosed. As pointed out in our enquiry letter, quality is important. Should the goods meet our expectations substantial orders will follow. Payment will be made within the time limit prescribe in your quotation letter.

Thanking you.

Yours faithfully,

For M/s Polargen Engineering Ltd.

End: Order list (M. I. Capol) Partner

3.4   **Complaint Letter:** A letter of complaint is written, on receiving the goods, and the goods are not according to the order placed. Therefore, a complaint letter is written when the purchaser does not find the goods up to his satisfaction. It is normally written by the purchaser when he received wrong, defective or damaged goods or received incorrect quantity of goods. It can also be written directly to the transit authority particularly when the goods are damaged in transit. Thus, we may define a letter of complaint as the letter that draws the attention of the supplier or any other party on account of supply of defective or damaged goods.

Points to considered while writing a complaint letter;

- Complaint letters should be written immediately after receiving the defective goods.

- Proposed to correct the mistake should be made

- Mistakes as well as difficult due to mistake should be mentioned clearly

- Suggestions on how the complaint should be dealt with that is mention of compensation, replacement, discount, cancellation etc should be made.

- Mention period in which the corrective action should be taken

- Request to be careful in future.

<u>Specimen of Complaint Letter</u>

Tel: 081277777217   Polargen Engineering Ltd.   E-mail: polarengr_ng.com

30, Ogbunike Street   Website: http://www.polargenltd.com LekkiPenisula Phase I

EtiOsa Lagos

Ref.PR/F/2014/32 Dated: October 7, 2014

M/s ABC Electrical Company Ltd. Port-Harcourt

River-State

Subject: Complaint regarding Solar Lighting and Inverter Dear Sir,

I would like to draw your attention to the fact that some Solar lighting and Inverter are found missing in the parcel dispatched by you, which I received today. It appears that the following items were not included. Solar lighting standard 2 (Two) Inverter Standard 3 (Three)We will appreciate if the above solar lighting and inverters are sent to us or the amount credited to our account.

Yours faithfully,

For M/s Polargen Engineering Ltd. (M. I. Capol)

Partner

3.5   **Recovery Letter:** The Letter written by the seller for the collection of money for the goods supplied to the buyer is called recovery letter. The motive of recovery letter is to collect money without annoying the customers. The letter should include information regarding the amount of arrears argument for payment, and last date for payment. The language of recovery letter should be polite, so that the customer is not offended and future transaction with him are not adversely affected.

<u>Specimen of Recovery Letter</u>

Tel: 08135818989	M/s ABC Electric Company E-mail abc_electric@yahoo.com	
Fax: If Any	Ltd. Port-Harcourt River State	Website: http://www.abcelectric_ng.com
Ref-SL/S/2014/12		Dated: October 7, 2014.

Polargen Engineering Ltd.

30, Ogbunike Street

LekkiPenisula Phase I

EtiOsa

Lagos

Subject: Recovery of Dues Dear Sir,

We believe that payment of our bill No 4325 dated October 2, 2014 must have escaped your attention. As the payment is due since long. We would appreciate if you sent us your cheque immediately. Please let us know whether payment is being withheld for some special reasons

Thanking you.

Yours faithfully,

For ABC Electrical Company Ltd..

(A. I. Beta) Sales Manager

SELF ASESSMENT EXERCISE

(1)

i.   (i) Letter of Complaint by____to the _

ii. Recovery letter draws the attention of the buyer towards __

iii. The buyer writes_to the seller, on receipt of defective goods

iv. Motive of recovery letter is to_____from the buyer

v.   On finding that the goods have been damaged in transit, the buyer writes complaint letter to _____

(2) (a) What is meant by business correspondence?

(b) State the important points one should keep in mind while writing a complaint letter

Solutions to Self -Assessment Exercise

(i)   (i)   Buyer, Seller

(ii)   Payment of Outstanding amount

(iii)   Letter of Complaint

(iv)   Collect Money

(v)   Transit Authority

(2) (i) Business Correspondents is the communication or exchange of information in a written format for the process of business activities. It can take place between customers and the organization. The correspondence is generally of widely accepted formats that are followed globally.

Points to be considered

(i)   Complaint letters should be written immediately after receiving the defective goods

(ii)   Mistake as well as a difficult due to mistake should be mentioned clearly.

(iv)   Proposal to correct the mistake should be made

(v)   Mention period in which the corrective action should be taken

(vi)   Request to be careful in future

4.0 CONCLUSION

Business Operations are not limited to any locality, state or nation, since businessmen live at distance place they do not have sufficient time to contact their customer personally. This difficult has been overcome by writing letters. This is a part Business correspondence

5.0 SUMMARY

In this unit, five types of business letter have been discussed. There is no doubt that correspondence plays a major role in the day today running of an organization. It is the means through which we exchange our ideas, thoughts and other information with friends, relatives and other people.

6.0 TUTOR-MARKED ASSIGNMENT

(1) What is meant by order letter, give a Specimen of an Order Letter.

(2) You want to buy a book from Wyse Publication which is situated at Lagos 25, Association Avenue, Palm groove. Write a letter indicating your requirement.

7.0 REFERENCES/FURTHER READING

Mclean Scott (2016) *Business Communication for Success*. Nyack NY: Flat World Knowledge. ISBN978. 0-98236.8-56

David A. (2014). *How to write first class business correspondence: the handbook for Business writing* (1996 Printing et) Lincoln wood Int: NTC Public Group ISBN 0-8442-3405-2

UNIT 3   REPORT WRITING

1.0 INTRODUCTION

2.0 OBJECTIVES

3. 0 Main Content

3.1 What is Report Writing?

3. 0 Main Content

3.1 What is Report Writing?

3.2 Reports Classification and Contexts

3.3 Writing a Report

3.4 Features of a Good Report

3.5. Memoranda

4.0 CONCLUSION

5.0 SUMMARY

6.0. TUTOR MARKED ASSIGNMENT

7.0 REFERENCES/FURTHER READING

1.0 INTRODUCTION

Business, professional and organizational activities take place within a realm of interaction we communicate daily and regularly. Therefore, report writing is the art of recording an event or activity that has taken place through the use of conventional means and method of writing. In this unit, we shall first examine the meaning of report writing also identify classification and contents of report, how to write reports as well as the attributes of a good report.

2.0 OBJECTIVES

After completing this unit, you should be able to:

❖ Explain report writing

❖ Demonstrate how to write a report

❖ Identify different attributes of a good report

❖ Differentiate between report and Memorandum

3. 0 Main Content

3.1 What is Report Writing?

The Oxford English dictionary defines a report as a statement of results of an investigation or any matter on which definite information is required. Reports are often referred to as internal written communication. Reports are essentials tools for effective and efficient business and organizational performance. As a Chief Executive, Board Members, Manager, Supervisor, Clerk Cashier or Salesperson; one will sometimes have to write, read or act on reports.

A report can be defined as a factual, objective, planned and systematic written account in which a given problem is examined, findings are presented and recommendations are made with a view to facilitating rational decision making. Report could be an account prepared for the benefit of others especially one that provides information obtained through investigation and published in a newspaper or broadcast.

A report is a specialized professional or academic writing, structured and presented to aid the decision-making process of the authorizing body. For instance, issue of an allegation of fraud and financial mismanagement in a company, an investigative panel may be raised to probe the allegation. After completing its assignment, the investigative panel is expected to write its report of findings. Such a report will state clearly the role played by erring employees and recommend appropriate sanctions. It could also be added that a report may be an account of something witnessed, an interview conducted, an allegation investigated, an assignment executed or a proposal for consideration, by a commissioning agency, all depending on the complexity of the subject matter. Report has to do with situations, events, issue, task, problems, progress, and outcomes, complaints, orders, proposals etc. they are designed to provide information and suggest ideas with a view to enabling the receivers to understand and appreciate important business situations, executive decisions, operational or technical directives, plans policies and procedures.

3.2 Reports Classification and Contexts

Reports can be classified into three broad groups:

A. Occasional Reports

   i.   Disciplinary Report

   ii.   Situation report

B. Regular and routine reports such as:

   i.   Sales report

   ii.   Periodic report

   iii. Progress

   iv.   Production/distribution report

C. Commissioned (special) Reports

   i.   Policy formulation/change report

   ii.   Consumer-research report

   iii. Feasibility study report

   iv.   Investigative report

   v.   Product promotion report

   vi.   Proposal report

3.3 Writing a Report

Report writing is in stages. The first step

a. **Material Gathering:** This stage involves investigation. This could be done through conducting interviews, as one of the beliefs of report writing is that it must be rooted on verifiable data and information source of information could include memorandum and short proposals.

b. Sort analyze and interpreted data information you gather, all will not be accommodated or necessary in report writing. Determine the most relevant ones. You may need to arrange, code and manually or computer analyze your data and present your findings in tables, charts diagrams and figures.

c. Preparing the drafts and final copy: In line with the process approach to communicative writing, your final copy will emerge as a product of a recursive process of pre-planning, planning, drafting, re drafting, and editing.

3.4 Features of a Good Report

i. Conciseness and clarity: A good report is luridly written, clear in language and expression concise in scope. A good report is free of ambiguity. It states clearly the cause of a problem, the effect of the problem and the solution to the problem.

ii. Factual and objective: A good report is furnished facts and figures, not just facts, but incontrovertible facts. It is not colored by prejudice. It is objective and devoid of any sentiment.

iii. A good report provides direction to the authorizing body, to take a decision based on its recommendations.

iv. A good report summarizes problem and provides solution.

v. Reports are such important tools in management because they can assist in policy formulation.

3.5. Memoranda

Memorandums are most important form of business correspondence used to record and send message within an organization. Thus, they are used for communicating policies, decision, directives, orders, and so on. They are also used to send queries for which feedback is expected. Report can be in memo form, and is usually meant for conveying any vital information or instructions. A memo is an informal document, which may be presented in written or oral form and it should be brief. Memorandum can otherwise be called Memoranda; Memorandums and it's usually appears in its shortened form memo. Memo can be used for special types of correspondence

that takes place within an organization, in this sense, the memo is an official though simplified method of correspondence used to disseminate or exchange information between two or among group of people within an organization,

A memo has a rigid format made up of heading: sender, subjects and date- all stated at the head of the paper.

FORMAT

MEMO	
FROM: DIRECTOR	TO: All Staff
SUBJECT: Lateness to Work	DATE: 4th November, 2014.
As directed at the congregation meeting, Supervisor has been informed of the decision to turn back all late comers' workers at the gate which effect from tomorrow morning.	

E-mail and other internet based means of text messaging greatly borrowed from the traditional format of the memo.

SELF ASSESSMENT EXERCISE

1. Identify and state TWO example of each classification of report.

2. What is report writing?

Solutions to the Self-Assessment Exercise

1). Regular and routine reports such as:

- Sales report
- Periodic report Occasional Reports
- Disciplinary Report
- Situation report Commissioned (special) Reports
- Policy formulation/change report
- Consumer-research report

2) A report is a specialized professional or academic writing, structured and presented to aid the decision-making process of the authorizing body. For instance, issue of an allegation of fraud and financial mismanagement in a company, an investigative panel may be raised to probe the allegation. After completing its assignment, the investigative panel is expected to write its report of findings.

4.0 CONCLUSION

Report writing is the art of recording an event or activity that has taken place through the use of conventional means and method. Report writing then, must be handled with care.

5.0 SUMMARY

In this unit, we have defined a report as a factual, objective, planned and systematic written account in which a given problem is examined, finding are presented and recommendations are made with a view to facilitating rational decision making' three classification of report were identified: Occasional reports, Regular and routine reports and commissioned report. Finally, identified the features of good report

6.0. TUTOR MARKED ASSIGNMENT

7.0 REFERENCES/FURTHER READING

Mclean Scott (2016) *Business Communication for Success*. Nyack NY: Flat World Knowledge. ISBN978. 0-98236.8-56

Thomas L. David A. (2014). *How to write first class business correspondence: the handbook for Business writing* (1996 Printing et) Lincoln wood Int:NTC Public Group ISBN 0-8442-3405-2

MODULE 4   DOCUMENT OF TRADE AND POSTAL SERVICE

Unit 1   Business document

Unit 2   Types of business document

Unit 3   Postal Service- NIPOST, Courier Service

Unit 4   Telegraphic Service (Telegram)

UNIT 1: BUSINESS DOCUMENT

CONTENT

1.0 Introduction.

2.0 Objectives

3.0 Main content

3.1 Meaning of business document

3.2 Needs of business document

3.3 Content of business document

4.0 Conclusion

5.0 Summary

6.0 Tutor marked Assignment

7.0 References/Further reading

1.0 INTRODUCTION

A business or company uses documents to communicate, transact business and analyze its productivity. Since documents provide proof of an organization or enterprise dealings and may be referred to for year to come. It is important that they be well written.

2.0 OBJECTIVES

At the end of this unit, students should be able to:

❖ explained meaning of trade document

❖ state the importance of trade document

3.0 MAIN CONTENT

3.1 Meaning of Business Document

Business documents are documents (on paper or electronic document) that represent you in relation to external parties such as letters invoices, order sheets, credit notes and bills. It could be noted that envelopes, advertising materials and business cards are not deemed to be business document. Business documents are also known as trade document. However, the business documents are written records that provide the details of the transaction between the buyer and the seller.

3.2 Needs of Business Document

Business documents provide information needed for the business to function efficiently. Thus:

❖ It provides written record of transactions that have taken place

❖ It helps to maintain books of account. Information required for accounting purpose to ascertain whether profits or losses are being made.

❖ It helps to assess the rate of tax and revenue.

❖ It also needed as evidence for example order placed for goods and payment made.

❖ It also provides information on commodities in stock and prices.

❖ It helps the government to publish statistics regarding the business activities.

3.3 CONTENT OF BUSINESS DOCUMENT

A business document may have the following characteristic or information.

1. Date of issues.
2. Date of transaction
3. Nature of transactions (goods)
4. Amount of transactions
5. Terms and conditions of transaction.
6. Serial number.

SELF ASSESSMENT EXERCISE

(1) What is a business document?

(2) Enumerate four importance of business document

Solutions to self - assessment exercise.

(1) Business document are otherwise known as trade documents. These are written document records that provide the details of the transaction between the buyer and the seller or document that represent you in relation to external parties.

(2) Importance of business document.

❖ It provides written record of transactions.

❖ It helps to maintain book of account.

❖ It helps the government to publish statistic regarding the business activities

❖ It helps to assess the rate of tax and revenue

4.0 CONCLUSION

Business document provides proof of an organization dealing and may be referred to for year ahead, it provides information needed for the efficient and effective functioning of the business.

5.0 SUMMARY

The unit discussed business document and why documentation is necessary in business transaction. Finally, the contents of business document also examined.

6.0 TUTOR-MARKED ASSIGNMENT

Trade document provide information needed for business to function effectively. Justify?

7.0 REFERENCES/FURTHER READINGS

Bhatia R.C. (2015) *Offices Management and commercial corresponding* India: sterling publisher Ltd.

Clinch, J. (2015). Business Communication, NewYork: McGraw Hill

UNIT 2 TYPES OF BUSINESS DOCUMENT CONTENT

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 Documents used in home trade

3.2 Business documents used in international trade

3.3 Cash Discount and trade discount

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Reading

1.0 INTRODUCTION

Different documents are used according to the types of trade. There are business documents that relate to sales of goods and services which are called sales document, there are some that accompany goods delivery to customer as well as those use to inform the buyer and seller when the invoice has been overcharged. In this Unit we would consider business document used in home trade and international trade, also trade discount and cash discount are considered.

2.0 OBJECTIVES

At the end of this unit, students should be able to;

- Identify business document used in home trade

- Identify and explain business document used in international trade

- Differentiate between cash discount and trade discount

3.0 MAIN CONTENT

3.1 Documents used in home trade

The following are the business document for various purpose in domestic trade

(1)   **Letter of Enquiry:** is a document sent by person who which to be informed of what goods and services. It is usually sent by the buyer to the seller to find about goods required, their availability, the price, quantity and the terms of payment.

(2)   **Quotation**: It is sent by the seller to the buyer in reply of the letter of enquiry. It lists all the goods on stocks along with their price

(3)   **Catalogue**: A catalogue is a booklet with a brief description and pictures of articles for sale. It is similar to quotation but prices are not quoted there in. it can be used as an advertisement medium

(4)   **Order**: If there is an interest to purchase an item in the catalogue. Then an order letter is sent requesting goods to be supplied. Purchase orders is sent by the buyer to the seller to place an order for buying the goods regarding the quotation.

(5)   **Invoice**: An invoice is a bill sent with good delivered. It is sent by the seller to the buyer to inform the buyer about the amount due on the goods supplied, stating also the type, quantity, price and terms of payment. It is used for the goods sold on credit. It is very important document used for accounting entries.

(6)   **Advice Note:** It is sent by the seller to the buyer to inform the buyer that the goods have been dispatched. It shows the quantity of the goods and the dates of dispatch.

(7)   **Delivery Note:** It is usually sent by the seller to the buyer along with the goods to confirm the delivery of goods. It is sent through the delivery van driver and the buyer has to sign on it after the goods are received in good condition

(8)   **Consignment Note:** It is similar to the delivery note. It is sent by the seller to the buyer when the goods are delivered through the lighted vehicles. It is a formal instruction to the transfer firm to ensuring the right delivery of goods.

(9)   **The Credit Note:** The credit note is issued to a customer when there has been an overcharge on an invoice due to faulty arithmetic, when goods have been returned

because of damage or refunds requested for goods not received. It is prepared by the seller and sent to the buyer to deduct the overcharged amount in the invoice. A credit note is printed in red.

Reason for Issuing a Credit Note

- If there has been an overcharge on an invoice

- If the goods are short delivered to the buyer

- If damage goods have been returned by the buyer

- If the buyer has returned gift vouchers or coupons to the seller

(10) **The Debit Note:** The debit note is sent to a customer whenever there is an undercharged or omission on the invoice. It is prepared by the seller and sent to the buyer who has been undercharged on an invoice. It is an additional invoice sent to the buyer to pay the short amount. It informs the buyer that is account is debited, increasing the amount that he owes.

Reasons for Issuing a Debit Note

- If there has been an undercharge on an invoice

- If some charge like delivery, packing loading etc. have not been included in the invoice.

11. **Statement of account:** is a document from a supplier to a customer outlining all the transaction carried out over a particular time. A statement is usually sent monthly.

12. **Stock cards:** Stock card are used to keep a record off all stocks, entering and leaving the stockroom. This procedure ensures that stock level do not fall below a minimum resulting in the depletion of stocks.

13. **Receipt:** A receipt is given for cash payment.

14. **Cheque/draft (mode of payment):** The cheque or draft should be sent by the buyer to the seller in the given period to settle the due mentioned in the invoice. Online payment using cash cards is replaced by the traditional mode of payment nowadays.

3.2 Business documents used in international trade

The following are the business document for various purposes in international trade.

1. **Indent or Order:** The order for the goods placed by the importer to the exporter or his agent is known as indent. It shows the nature of products, quantity, shipping mark.

2. **Airway bill (Air Consignment Note):** Airway bill is similar to bill of lading but it is used only when the goods are sent by the air. It is used by the aircraft authority as an evidence of the contact of the carriage between the exporter and the carrier. It is not a document of title to the goods.

3. **Bill of lading:** This is an important document used in foreign trade when the goods are sent through the ships. It contains the details of the goods, details of the consignor and the ship which carries the goods. Bill of lading is a document of title to the goods. This means that the holder is entitled to claim the goods from the shipping authority when the ship reaches its destination.

4. **Consular Invoice:** Consular invoice is used by the consul (foreign ambassador) or the importing country resident in the exporting country. It is issued for the purpose of reducing the falsification on the price of goods with the intention of evading the duty.

5. **Certificate of Insurance:** This is usually issued by an insurance company. In order to reduce the chance of risk, the goods must be insured with the insurance company. This certificate is enclosed with the goods if the goods have been insured properly.

6. **Letter of credit:** Letter of credit is a document issued by the importer's bank to the exporter giving a guarantee of payment to the exporter. It can also be the source of

repayment of the transaction meaning that the exporter will get paid with redemption of the letter of credit.

7. **Custom declaration form:** This is the document issued by the customs authority in order to examine the concerned goods easily for calculating duties therein. It is to be filled by both the exporter and the importer respectively and furnishes the details of the goods.

3.3 Cash Discount and Trade Discount

Trade Discount- is discount allowed to the buyers who make bulk purchases from the seller. It is also known as quantity discount. E.g.; if the buyer purchases more than 100 units he will be given a 5% discount on price.

Cash Discount: Cash discount is a discount allowed to the buyers those who make payment on time for their purchases. It is allowed by the seller to motivate or encourage the buyers to pay the due in the given credit period of time. e.g. if the buyer pays within 10 days he will be given 6% discount.

Difference between cash discount and trade discount

CASH DISCOUNT	TRADE DISCOUNT
This is a deduction off the invoice price of goods purchase on credit	This is a deduction off the list price of goods purchase
This is given to encourage prompt payment	This is given to encourage bulk purchases
The rate of cash discount depends on the period of credit allowed	The rate of cash discount depends on the quantity purchased
The buyer loses the cash discount if he fails to pay within the given periods	Buyer entitled to the trade discount even if he fails to pay within the given period.

It is treated as an expense in the ledger account	.	It does not appear in the ledger account.

E & OE (Errors and Omissions Excepted)

E & OE stands for Errors and Omissions Excepted it tells that if an error is made or something is omitted from the trade document, the seller reserves the right to correct the mistake.

SELF ASSESSMENT EXERCISE

1. Enumerate five (5) documents used in International trade.

2. State two(2) similarities and three(3) differences of cash discount and trade discounts

Solution to the Self- assessment exercise

1. i. Bill of lading   ii. Airway bill iii. Letter of credit iv. Certificate of insurance   v. custom declaration form

2. Similarities (Trade discount and cash discount)

i.   Both are discount allowed to the buyer

ii.   Both are computes in percentage

b. Difference between cash discount and Trade Discount Trade Discount is given to encourage bulk purchase.

2. The rate of cash discount depends on the period of credit allowed whereas the rate of trade discount depends on the quantity purchased.

3. Cash Discount treated as an expense in the ledger account while Trade Discount does not appear in the ledger account.

4.0 CONCLUSION

Business document are classified according to the types of trade. Business document that relates to sales of goods and services are called sales document. They consist of invoices, notes and bill issued by the seller and of contract note and settlement notes, including when the documents issued on behalf of the seller. Among others, trade and cash discount are discussed.

5.0 SUMMARY

This unit has done a detailed discussion of document used in home trade and business document used in international trade. This type of document includes letter of enquiry, Quotation, catalogue, order, invoice, advice note, delivery note and the debt note.

6.0 TUTOR MARKED ASSIGNMENT

    i. Enumerate four(4) reasons for issuing a credit note

    ii. What are the documents used for international trades?

7.0 REFERENCES/FURTHER READING

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UNIT 3: POSTAL SERVICE - NIPOST, COURIER SERVICE CONTENT

1.0 Introduction

2.0 Objectives

3.0 Main Contents

3.1 NIPOST

3.2 Service of post office

3.3 Modern means of Communication

3.4 Courier service

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/ Further Reading

1.0 INTRODUCTION

Every business house has to send out a large number of letters, packets etc. The need for prompt handling of outwards mails arises because delay in sending out letters sometime, may result in loss of business. In this unit, we are going to consider NIPOST, service rendered by the post office, and courier service and finally, NITEL.

2.0 OBJECTIVES

At the end of this unit, students should be able to:

❖ Explain service rendered by the post office.

❖ Enumerate modern means of Communication.

❖ State advantages of Courier services.

3.0   MAIN CONTENT

3.1   NIPOST: - The Nigerians postal service abbreviated as NIPOST is a government owned and the Nigeria postal administration responsible for providing postal service in Nigeria. It has more than 20,000 employees and runs more than 5000 post office. Nigeria postal services also have the following business ventures, EMS, Bulk post venture, NIPOST central workshop. Philatelic Services, Courier Regulatory Services, Parcel Post Venture and NIPOST post cash. Nigeria is a member of the West Africa Postal Conference.

3.2   The Services of Post office

The services rendered by the post Office are many. Among are:

1. Mail (letters) delivery. Letter may be

   a. Ordinary

   b. Registered

   c. Express

      a. **Ordinary mail:** The post office transfers mails from one town or country to another. The charges for carrying or delivering ordinary mail locally and internationally vary from one country to the others.

      b. **Registered mail:** It is a means of carrying and making sure that documents like letters, parcels and such items that may be transferred by registered mail are safely delivered. Different countries charge different rated for carrying mails by registered.

   2. **Postal parcels:** Businessmen have regularly sent goods or documents to customer by post. Parcels of specified size weighing up to twenty kilograms can be sent by parcel post. Rate of transferring are made on the documents sent and the post office issue certificate of posting to the sender. The recipient or the receiver of the documents at the other end signs after receiving the documents. The signature serves as a surety that the documents have been safely delivered to the recipient.

3. **Paste restante:** Traveler who are not certain about their address in a particular city which they are touring, can received their letters through the post office. The travelers arrange with the post office to keep his mails or parcels until such a time when he will be available in the town. The post office charges an amount of money for discharging that service for the tourist.

4. **Private boxes and private mail bags:** This is very common in Africa and particularly in urban areas and cities. A certain amount of money is charged annually for using the mails bags and boxes.

5. **Monetary services:** The post office assists in transferring money inform of the postal orders or money ordered.

6. **Franking machines:** This is mostly used in large firms of industrial concerns that post a large number of mails. On payment of an amount of money charged by the post office, the firms are issued with the franking machines. The machine when pressed on an envelope prints a postage impression usually in red colour. It saves firms the problems of that can be associated with buying large number of stamps at the post office.

3.3   Modern Means of communication.

(a) **Letters:** A written communication sent through the post. If serves both national and international purposes.

(b) **Memorandum:** It is an internal form of communication used in the office. It is less formal than business letters

(c) **Telephone:** It is an oral form of communication it is a fast means of getting information to the receiver, it has an added advantage of getting an immediate reply or feedback. NITEL (Nigeria telecommunication limited) is the major Nigeria business provider of mobile services. NITEL is in charge of all wired telecoms throughout the country. Nowadays, a lot of mobile operators available around the world, for commercial purpose

(d) **Satellite:** It facilitates the transmission of message in different towns throughout the world

(e) **E–mail:** This is another recent development in telecommunication. It uses computers and is less expensive than a posted letter.

(f) **Television:** This is an electronic audio-visual means of   communication   which combines sight and sound together in giving information to people.

(g) **Radio:** It is also an electronic means of giving information to the public. It only uses sound to reach its audience.

3.4   Courier Services.

These are services organized by private establishment which collect, transport and deliver goods inform of parcels, letter, mail and at times run errands safely from one town or city to the other even between countries. This system is becoming very popular all over the world. There are popular courier firms like IMNL, DHL, UPS, ABX international which operate efficiently all over the world.

Merits of Courier Services

i.   They deliver goods personally (Door to door service)

ii.   They are more reliable than most postal services.

iii.   They deliver safely and fast too.

iv.   Courier services deliver goods to clients in the interior parts of the country.

v.   Providing employment opportunities for people

vi.   Misplacement of goods and parcels are minimized.

vii.   The services last for twenty-four hours of the day.

SELF ASSESSMENT EXERCISE

State and discuss five different communication services rendered by the post office to the society.

SOLUTION TO THE SELF ASSESSMENT EXERCISE

The five communication services rendered by the post office to the society are.

    i.   Post restante

    ii.   Express delivery

    iii.   Recorded delivery

    iv.   Cash on delivery

    v.   Business reply service.

i.   **Post Restante:** It is a service rendered to tourists by the post office. Such tourists have no fixed address. The tourist makes an arrangement with the post office on their mails.

ii.   **Express Delivery:** This is a fast and quick means of sending a letter or a parcel through the post office. Express delivery attracts extra charges as distinguished from an ordinary letter. Immediately an expressed letter gets to its destination, the post office makes quick arrangement to deliver it to whom it is addressed.

iii.   **Recorded Delivery:** This is means of sending vital documents through the post office. A certificate of posting is issued to the sender of the mail after paying the amount sub charged by the post office. The person to whom the document is sent signs that he received the documents when delivered to him at home. This is a proof at receipt.

iv.   **Cash on Dellivery:** It is a special service rendered by the post office to traders and their customers. A special arrangement is made by the seller to deliver the goods to the buyer through the post office. As soon as the goods are deliver to the buyer the post office collects the amount due on behalf of the seller, who later collects the cash amount from the post office. He pays the charges for the services rendered.

v.   **business reply services:** This is another special rendered by the post office to the public, particularly businessmen. The service enables the public to reply to business advertisements without paying for postage stamps. The post office, issues license to firms engaged in business reply service to allow them to send out advertisements

by post with special cards and send back to the advertisers through the post office without paying. A certain amount is charge by the post office for such services.

4.0 CONCLUSION

For efficient and effective, prompt handling of outward mail, service rendered by the post office cannot be over emphasized simply because of the benefit derived from such postal services.

5.0 SUMMARY

This unit discussed the services of the post office range from mail delivery, parcel post, post restante, private boxes and private mail bags, franking machine and monetary services, also this unit examined the modern means of communication such, as letter, Memorandum, telephone, satellite, e-mail, television and radio. The final part of the discussion in this unit centered on courier services, that is the service organized by private establishment which collect, transport and deliver goods in form of parcels, letter, mails and at time run errands safely from one town or city to the other even between countries, also the advantages of courier services are also explained.

6.0   TUTOR MARKED ASSINMENT

Write short notes on the following.

    i.   Post restante

    ii.   Franking machine

    iii.   Business reply post card

    iv.   Express delivery

    v.   Postal parcels

7.0 REFERENCES/FURTHER READINGS

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UNIT 4: TELEGRAPHIC SERVICE (TELEGRAMS) CONTENT

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 Telegraphic Services

3.2 Telegraphic Address

3.3 Types of Telegraphic Service

4.0 Conclusion

5.0 Summary

6.0 Tutor-marked Assignment

7.0 References/Further Reading

1.0 INTRODUCTION

When the message is to be conveyed quickly and urgently, telegram can be sent to drawn the full attention of the recipient to achieved quick action.

2.0 OBJECTIVES

At the end of this unit, students should be able to:

- ❖ Describe Telegraphic service or telegram

- ❖ Explain telegraphic address

- ❖ Identify types of Telegraphic service

3.0 MAIN CONTENT

3.1 Telegraphic Service (telegrams)

Telegram is a method of fast transmission of written message. It is one of the means of sending messages quickly over relatively long distance. This service is fast and reliable and therefore, extensively used. Telegrams secure better attention of the receiver. The usual method of sending a telegram is to fill in a form available from the telegraph office and hand it over to the telegraph office counter with prescribed fees. It is advisable to take one or two carbon copies of telegram for future reference. The exact working of telegrams should always confirm to the addressee by post.

Telegraphic message may be in plain or coded language known to the parties concerned. Since the charges are made on the basis of the number of words, it is better to write the message as briefly as possible or to use coded language. For the sake of brevity, the legibility of the message should not be sacrificed. When figures appear in the messages, they should be either repeated or preferably stated in words. Block letters should be used to avoid erroneous transmission of a message.

3.2   **Telegraphic Address**: -The business firms, which are in the receipt of telegrams regularly, may have "Telegraphic Address" The telegraphic address is a code word instead of the name of the company. Instead of writing the full address in the telegram, if telegraphic address is there, the code word with the name of the place is enough. When a telegram is received, the postman by looking up the code can find out the name of the company. Telegraphic address, reduced into a code word, reduce the cost of a telegram.

3.3 Types of Telegraphic Services

The following types of telegraphic services are available

  i.   **Ordinary Telegram: -** The post office will accept the telegrams and make delivery of them during office hours; from 8:00am to each additional word cost extra charges.

ii. **Local Telegram: -** This is sent and received in the same city. The cost is the same as that for an ordinary telegram.

iii. **Express Telegram:** - The rate for the telegram is double the rate of ordinary telegrams, such types of telegrams is delivered at the other end, when the message is received. During night time also such telegrams are delivered to the addressee.

iv. **Greeting Telegram:** -These are in the nature of greeting messages or congratulatory message. Generally such greetings have code numbers. One who wants to send out such a telegram selects the phrase and writes the appropriate code number on the telegraphic form.

As soon as the form is filled in with the address of the addressee and the code number, the post office transmits it to the other end (place where the address lives) and the message receiving post office write the full phrase and hands it over to the addressee. Since code number is there, the system is cheaper.

I. **Reply- Paid Telegram: -** When the sender desires to pay in advance, for the reply from the receiver of the telegram, a prepayment should be made at the post office, for a minimum of words. If the number of words in the reply is more than those for which the charges were remitted by the sender, the receiver has to remit the excess amount.

SELF ASSESSMENT EXERCISE

1. What do you understand by the term "Telegram Address"?

2. State Five (5) types of Telegraphic service you know

Solutions to the self - assessment exercise.

(1) Telegraphic Address" The telegraphic address is a code word instead of the name of the company. Instead of writing the full address in the telegram, if telegraphic address is there, the code word with the name of the place is enough. When a telegram is

received, the postman by looking up the code can find out the name of the company. Telegraphic address, reduced into a code word, reduce the cost of a telegram.

(2)

- Greeting Telegram

- Reply paid Telegram

- Local Telegram

- Express Telegram

- Ordinary Telegram

- Phonogram

4.0 CONCLUSION

Telegram is a method of transmission of written messages. When the message is to be conveyed quickly and urgently, it can be sent by telegram. By sending a telegram, the full attention of the recipient is drawn and thereby quick action is achieved. Telegram may be written in plain language or prescribed code of words or in combination of both,

5.0 SUMMARY

Telegraphic message may be in plain or coded language known to the parties involved. The charges are made on the basis of the number of words. It is better to write the message as brief as possible or to use coded language. Telegraphic address is a code word instead of the company address, ordinary telegram, expressed telegram, local, greeting, phonogram and reply paid telegram were also discussed in this unit.

6.0 TUTOR MARKED ASSIGNMENT

With vivid illustration, what do you understand by the word "**TELEGRAM?"**

7.0 REFERENCES/FURTHER READING

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