

Business Communication

Coursework



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Business Communication

Coursework I

Summary of chapters 1, 2, and 3

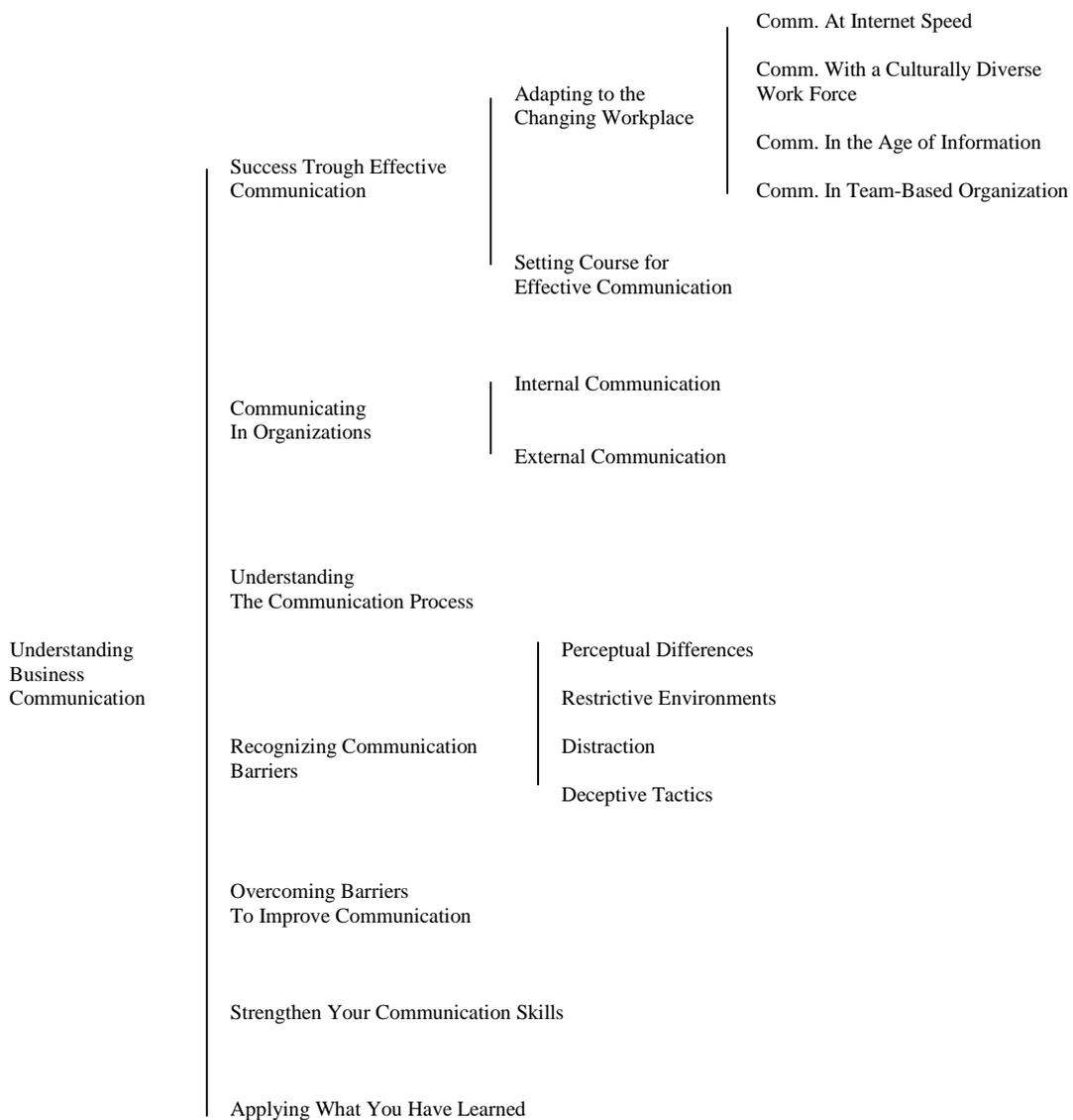
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Framework of Chapter I

Book: Excellence in Business Communication
John V. Thill and Courtland L. Bovee

Topic: Understanding Business Communication



Chapter I

Understanding Business Communication

Communication is the process of sending and receiving messages. Communication is effective only when people understand each other, stimulate others to take action, and encourage others to think in new ways. Effective communication offer many advantages especially in the globalization of the market place.

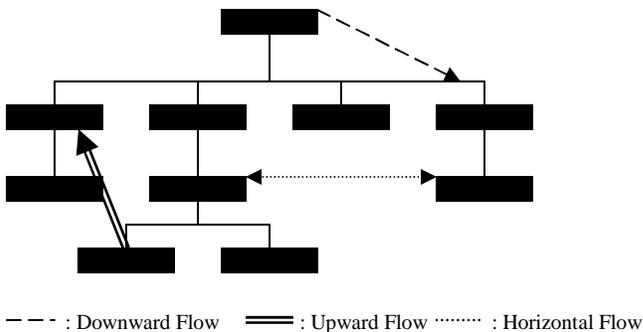
The Benefits of Effective Communication



Effective Communication absolutely needed to communicate through Internet, diverse work force, and team-based organization.

Communication in organization is really importance to keep progress still on track. There are internal communications that use to communicate within organization and

Communication through Formal Hierarchy



External communication that use to carries information up, down, and across the organization. Both internal and external communications are being used in formal and informal communication.

Communication through Formal Hierarchy is formal internal communication.

Communication doesn't occur haphazardly. Nor does it happen all at

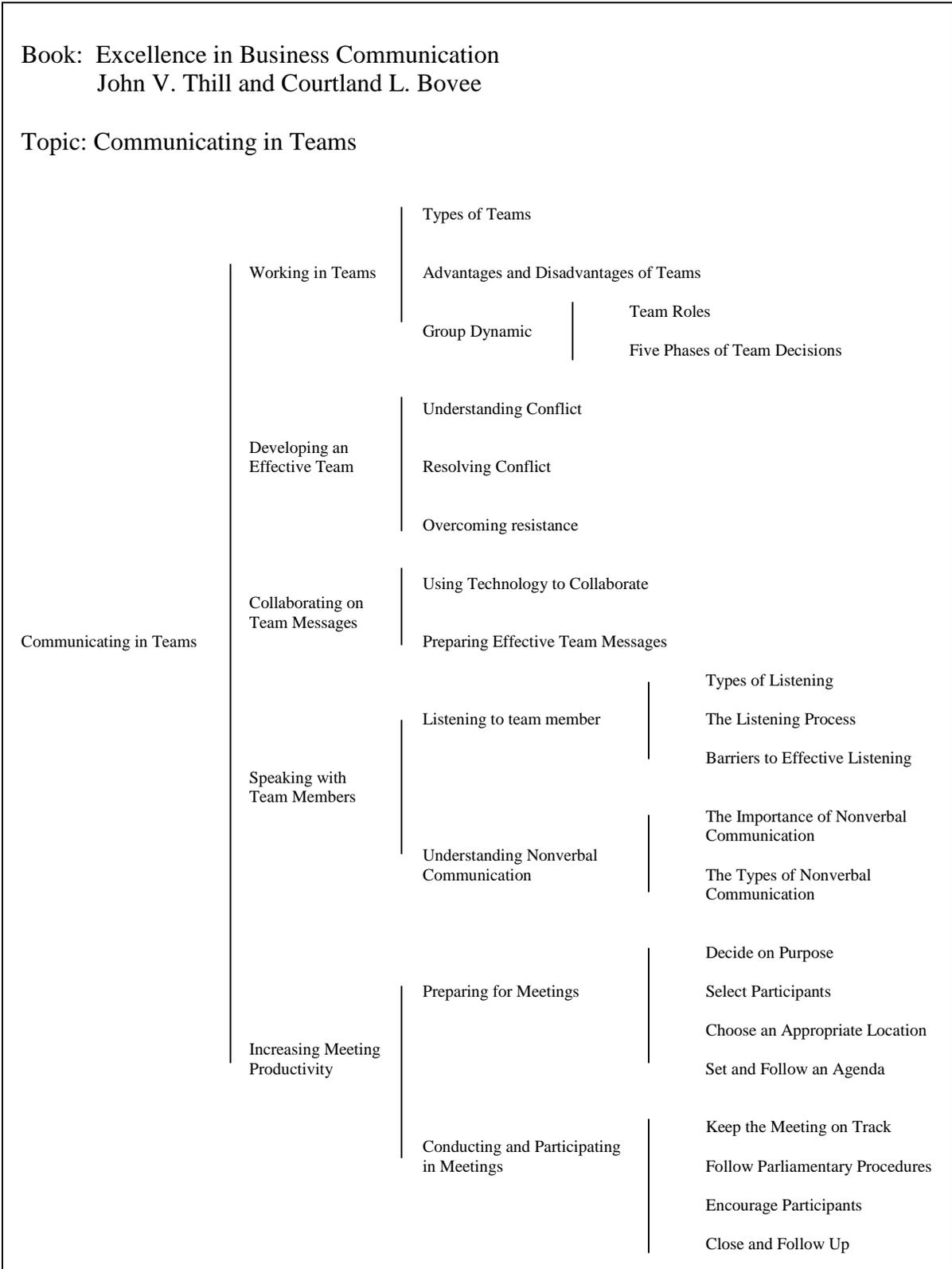
once. It is more than a single act. Communication is a dynamic and transactional (two-way) process. Communication process is effective when there are no barriers when we send or receive information. There are some barriers in communication like perceptual differences, restrictive environments, distraction, and deceptive tactics. Perception is people's individual interpretation of the sensory world around them. It's strongly influenced by cultural differences. Bad connection, poor acoustics, or illegible copy are example of distraction.

Overcoming barriers to improve communication can be done by these five traits: Perception (predict how people will receive your message), Precision (create a "meeting of the minds), Credibility (your believable), Control (you shape their response), and Congeniality (you maintain friendly and pleasant relation with you).

Framework of Chapter II

Book: Excellence in Business Communication
 John V. Thill and Courtland L. Bovee

Topic: Communicating in Teams



Chapter 2

Communicating in Teams: Collaboration, Listening, Nonverbal, and Meeting Skills

A team is a unit of two or more people who work together to achieve a goal. Communicating in teams is needed by team members because they have to share mission and collectively responsible for their work. There are generally two kind of team in organization: formal and informal. Formal Team is part of the organization's structure. Problem-solving teams and task forces are examples of informal team (not part of the structure).

Advantages of Teams	Disadvantages of Teams	5 Phases of Team Decision	Effective Teams
<ol style="list-style-type: none"> 1. Increased information and Knowledge. 2. Increased diversity of Views. 3. Increased Acceptance of a solution. 	<ol style="list-style-type: none"> 1. Groupthink (set aside their personal opinion in group) 2. Hidden Agenda (private motives that affect the group's interaction) 3. Free riders (team member who don't distribute their fair share because they aren't being held individually accountable for their work.) 	<ul style="list-style-type: none"> — Orientation (socialize, roles, task) — Conflict (position in teams) — Brainstorm (share idea and choose) — Emergence (reach a decision) — Reinforcement (rebuilt and summarize) 	<ol style="list-style-type: none"> 1. Understand their purpose. 2. Communicate Openly. 3. Build Consensus. 4. Think Creatively. 5. Stay Focused.

Conflict is unavoidable when we are working on team. Conflict is not necessarily bad, as long, as it is handles in a constructive fashion. Effective teams know how to manage conflict so that it makes positive contribution. There are some ways to resolving conflict and overcoming resistance.

Resolving Conflict	Resolving Conflict
<ol style="list-style-type: none"> 1. Proaction (Deal with minor conflict before it become major) 2. Communication (Get those directly involved in the conflict to participate resolving it) 3. Openness (Get feeling out in the open before dealing with main issues) 4. Research (Seek factual reason for the problem before seeking solution) 5. Flexibility (Don't let anyone lock into a position before consider others) 6. Fair Play (Don't let anyone avoid a fair solution) 7. Alliance (Get parties to fight together against an "outside force") 	<ol style="list-style-type: none"> 1. Express understanding. 2. Make people aware of their resistance. 3. Evaluate other's objection fairly. 4. Hold your arguments until the other person is ready for them. <p>Most people need to improve their listening skills, because listening is such a routine, everyday activity. There are some types of listening: Content listening (understand and retain message)</p>

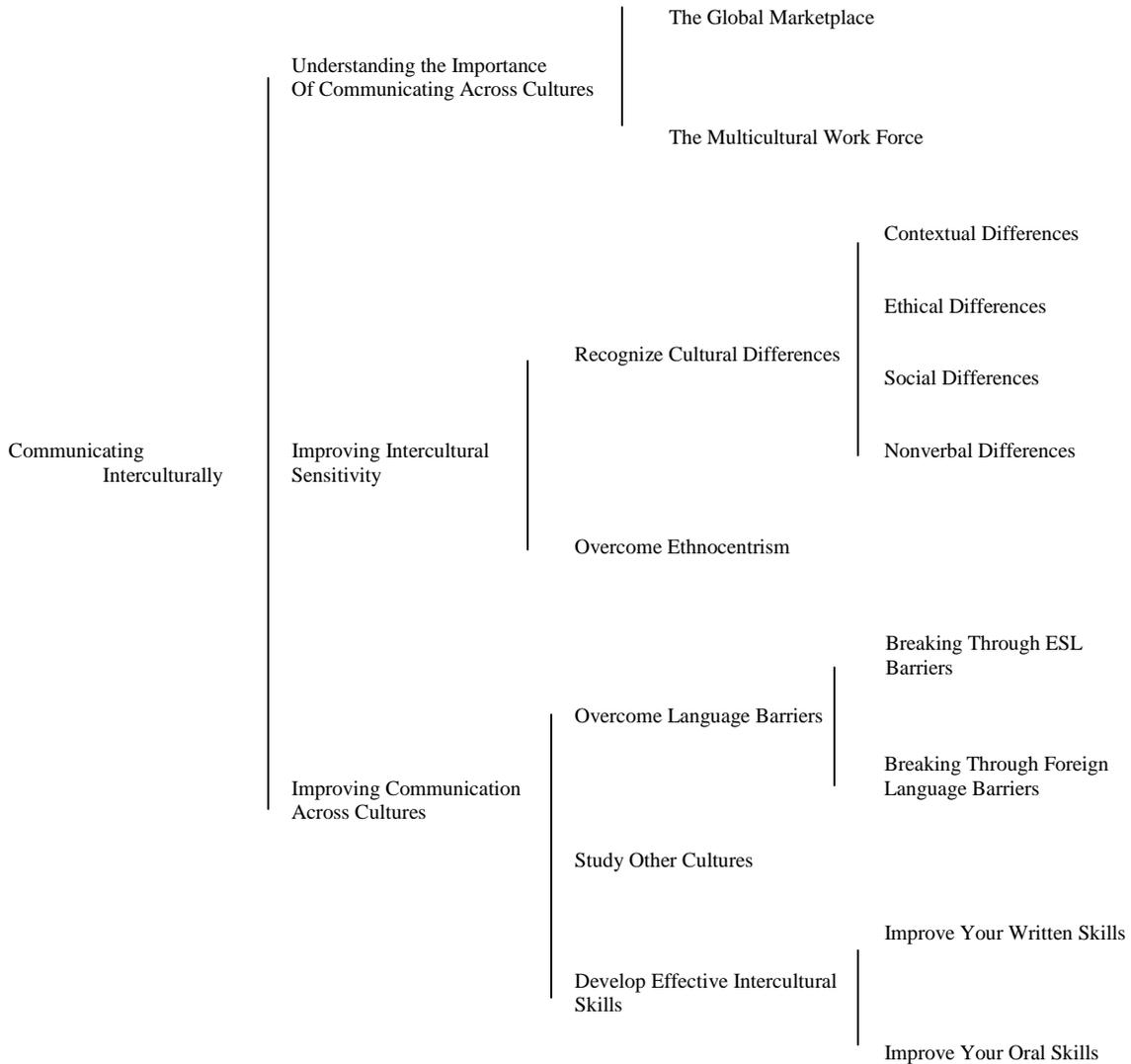
Critical listening (understands and evaluates the meaning of messages), and Emphatic listening (understand speaker feeling, need, and wants). There are some processes when we are listening: Receiving, Interpreting, Remembering, Evaluating, and Responding. Because listening requires a mix of physical and mental activities, it is subject to variety of physical and mental barriers like prejudgment, Self-centeredness, and Selective listener.

Nonverbal communication is more reliable and more efficient than verbal communication. Types of nonverbal communication: Facial expression, Gesture and posture, Vocal Characteristic, personal appearance, touching behavior, and use of time and space.

Framework of Chapter III

Book: Excellence in Business Communication
John V. Thill and Courtland L. Bovee

Topic: Communicating Interculturally



Chapter 3

Communication Intercultural

Intercultural communication is the process of sending and receiving messages between people whose culture background leads them to interpret verbal and nonverbal sign differently. Two trends contributing to the rapidly increasing importance of intercultural communication are market globalization and cultural diversity

Improving Intercultural Sensitivity

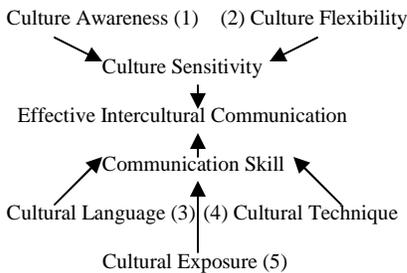
Culture is a shared system of symbols, beliefs, attitudes, values, expectation, and norms for behavior.

Few Basic about Culture
1. Culture is learned. 2. Cultures vary in stability. 3. Cultures vary in complexity. 4. Cultures vary in tolerance.

Recognizing and Accommodating Cultural Differences
1. Contextual Differences a. High-context culture. More nonverbal action, more sociable negotiating atmosphere, prevents public conflict, and making concessions slowly. b. Low-context culture More verbal communication, relatively impersonal view of negotiations, and reach decision as quickly and efficiently as possible.
2. Social Differences Differing attitude toward status, manner, and time.
3. Ethnical Differences Keep your message s ethical by actively seek mutual ground, and receive messages without judgment, send messages that are honest, and show respect for cultural differences
4. Nonverbal Differences Attitude toward personal space and use of body language.

Component of Successful

Intercultural Communication



- | | |
|--------------------------------|------------------------------------|
| (1) Recognizing differences | (4) Developing written/oral skills |
| (2) Overcoming Ethnocentricity | (5) Studying other cultures |
| (3) Overcoming Barriers | |

Effective intercultural communication can be reality if we can cope all of component of successful intercultural communication. (1) Recognizing differences have been explained before. (2) To overcoming ethnocentrism there is some simple suggestion: Acknowledge distinction, Avoid assumption, and avoid judgments. (3)The biggest barrier in intercultural communication is language barriers. The barriers become grater still when you're communicating across culture. To improve communication across culture, we have to breaking trough ESL (English as second language) barriers and Foreign Language Barriers. We can break through ESL by avoid using slang and idioms, pay attention to local accents and pronunciation, and be aware of vocal variation. For breaking through foreign language barriers, we can learn a foreign language, use an intermediary or a translator, and offer English- language training program for employees.

Learning as much as possible about another culture will give you many advantages in effective intercultural communication. Develop effective intercultural skills can be done by improve your written skills and oral skills. Whether you choose written or oral channels to communicate your message across culture, you must adapt your style.

Business Communication

Coursework III

WRITING BAD NEWS MESSAGES

Test Your Knowledge

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1. Why is it particularly important to adapt your medium and tone your audience's needs and preferences when writing a bad news messages?

Answer:

Because no body likes bad news, people don't like to get it, and they don't like to give it. The word no is terse and abrupt, so negative that a lot of people have trouble saying it. The delivery can be far more damaging than the answer it self. The most dangerous "no" is usually the one we don't explain. That's why we must be careful whenever we deliver bad news. Using suitable medium and tone can reduce audience pain or disappointment.

2. What are the five main goals in delivering bad news?

Answer:

Five goals of bad news messages:

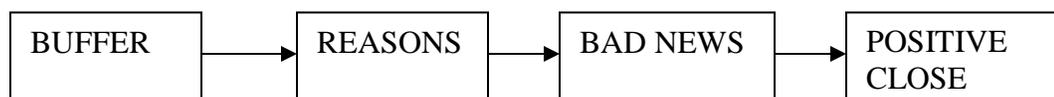
- a. Give the bad news.
 - b. Ensure its acceptance.
 - c. Maintain reader's goodwill.
 - d. Maintain organization's good.
 - e. Reduce future correspondence on the matter.
3. What are the advantages of using the direct approach to deliver the bad news messages at the beginning of a message?

Answer:

Direct approach means that we put bad news first. Stating the bad news in the beginning can have some advantages:

- a. It makes a shorter message possible.
 - b. The audience needs less time to reach the main idea of the messages, the bad news it self.
 - c. If we put it on the appropriate condition, the news will cause our audience little pain or disappointed.
4. What is the sequence of elements in a bad news message organized using the indirect approach?

Answer:



5. What is a buffer, and why do some critics consider it unethical?

Answer:

Buffer is a neutral noncontroversial statement that is closely related to the point of the messages. (Neutral lead-in to bad news)

Buffer is used to reduce audience pain that caused by bad news. It will help our audience accept our message. Breaking bad news with kindness and courtesy is the humane way. Buffers are not trying to manipulate and dishonest, buffers become unethical only if they're insincere.

6. When using an indirect approach to announce a negative decision, what is the purpose of presenting your reasons before explaining the decision itself?

Answer:

Like I have explained before, some people prefer preparation and explanation first. The indirect approach eases our audience into our message by explaining the reason before delivering the bad news. Presenting the reasons first increases your chance of gaining audience acceptance by gradually preparing readers for the negative news to come.

7. What are three techniques for de-emphasizing bad news?

Answer:

- a. Minimize the space or time devoted to the bad news.
- b. Subordinate bad news in a complex or compound sentence. ("My department already shorthanded, so I'll need all my staff for at least the next three months")
- c. Embed bad news in the middle of a paragraph or use parenthetical expression. ("Our profits, which are down, are only part of the picture")

8. What is defamation, and how does libel differ from slander?

Answer:

Defamation is a false statement that tends to damage someone's character or reputation.

Libel is written defamation, slander is spoken defamation.

9. What are three guidelines for writing rejection letters to job applicants?

Answer:

When delivering bad news to job applicants, follow three guidelines:

- a. Open with direct approach.
- b. Clearly state why the applicant was not selected.
- c. Close by suggesting alternatives.

10. When giving a negative review to an employee, what five steps should you follow?

Answer:

- a. Confront the problem right away.
- b. Plan your messages.
- c. Deliver the messages in private.
- d. Focus on the problem.
- e. Ask for a commitment from the employee.

Business Communication

Coursework IV

WRITING PERSUASIVE MESSAGES

ON LINE EXERCISE

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1. What key ideas would you include in an e-mail message to persuade your congressional representative to support an issue important to you?

Question 1 directions: Go to the Thomas home page. Under Legislation, click on Bill Summary & Status. Select the session of your choice (93-107), and then follow the online directions to select any bill on an issue you're interested in. Skim the information; select the points to include in your e-mail message.

I think this point is quite important to include on the e-mail.

Bill Summary & Status for the 101st Congress

Title : To amend the Fair Labor Standards Act of 1938 to restore the minimum wage to a fair and equitable rate, and for other purposes.

Sponsor: [Rep Hawkins, Augustus F.](#) [CA-29] (introduced 1/3/1989) [Cosponsors](#) (100)

Related Bills: [H.RES.111](#), [S.4](#)

Latest Major Action: 6/14/1989 Failed of passage in House over veto. Status: On passage, the objections of the President to the contrary notwithstanding Failed by the Yeas and Nays: (2/3 required): 247 - 178 (Roll no. 86).

3/2/1989:

Executive Comment Requested from Labor.

3/22/1989 5:07pm:

Rule [H. Res. 111](#) passed House.

3/22/1989 5:12pm:

Considered under the provisions of rule [H. Res. 111](#).

3/22/1989 7:19pm:

Committee of the Whole House on the state of the Union rises leaving [H.R. 2](#) as unfinished business.

3/23/1989 10:40am:

Considered as unfinished business.

3/23/1989 2:33pm:

The House adopted the amendment as agreed to by the Committee of the Whole House on the state of the Union.

6/13/1989:

Presented to and vetoed by President.

6/14/1989 5:21pm:

Motion to refer the bill and accompanying veto message to the Committee on Education and Labor.

6/14/1989 5:21pm:

On motion to refer the bill and the accompanying veto message to the Committee on Education and Labor. Agreed to without objection.

2. In a letter to a senator or member of Congress, what information would you include to convince the reader to vote for an issue supporting small business?

Question 2 directions: From the Thomas home page, under Committee Information, click on House Committees, and then click on Committee on Small Business. Read about current issues on that page, or click on Hearings to find other topics. Describe what points you would include in a letter urging support for your business needs. (To find out about issues taken up by the Senate, click on Senate Committees under the Committee Information heading on the Thomas home page. Next, click on Small Business Committee and then on Small Business Committee Web Site. The Hearings, Roundtables & Forums section provides information on past and pending topics.)

(WASHINGTON) House Small Business Committee Chairman Don Manzullo (R-IL) today urged House and Senate conferees on the corporate tax bill to include America's job-creating small manufacturers as beneficiaries of tax relief in the legislation.

The House-passed bill, which replaces the Foreign Sales Corporation-Extraterritorial Income (FSC-ETI) tax benefit for U.S. exporters, only provides manufacturing tax benefits to employers who pay corporate taxes. Many small manufacturers who currently receive FSC-ETI benefits are organized as S-Corporations, partnerships, sole-proprietors, LLCs, and other pass-through entities which pay individual - not corporate - income taxes. These small manufacturers would get hit with a tax increase because they would lose their current FSC-ETI benefits while receiving nothing in return from the corporate manufacturing rate reduction.

The Senate bill, however, takes care of the problem by providing the manufacturing benefit as a tax deduction to all manufacturers, regardless of whether they pay corporate or individual income taxes. According to a letter last week from Senate Finance Committee Chairman Charles Grassley (R-IA) and Ranking Democrat Max Baucus (D-MT), 85,000 S-corporations, 15,000 partnerships, and 50,000 sole proprietors would qualify for the manufacturing benefit under the Senate bill.

"Large and small manufacturers received the FSC-ETI benefits we are about to eliminate, and they should both receive benefits from the replacement bill. I strongly urge the conferees to adopt the Grassley-Baucus method of providing the tax benefit to all manufacturers," Manzullo said. "Small businesses are America's job creators, providing 75 percent of all net new U.S. jobs each year. As our economy rebounds, the last thing we should be doing is raising taxes on the employers who have the ability to put the most Americans to work."

Manzullo will distribute the Sept. 24 Grassley-Baucus letter to his Republican colleagues at the House Republican Conference meeting Wednesday morning.

Source :

http://wwwc.house.gov/smbiz/press/asp_display_press_releases.asp?pressReleaseId=54

I will divide a letter to senator or member of Congress in three parts.

- **Reason / Problem**

The Foreign Sales Corporation-Extraterritorial Income (FSC-ETI). The problem is that US Government want to give the FSC-ETI tax benefits only to the US exporter.

In other hand, Small business in US want the corporate tax bill to include America's job-creating small manufacturers as beneficiaries of tax relief in the legislation.

- **Real Condition** to give little image about condition in reader mind.

Small manufacturers would get hit with a tax increase because they would lose their current FSC-ETI benefits while receiving nothing in return from the corporate

manufacturing rate reduction. There is The Senate Bill that takes care of the problem by providing the manufacturing benefit as a tax deduction to all manufacturers.

Small businesses are America's job creators, providing 75 percent of all net new U.S. jobs each year. As our economy rebounds, the last thing we should be doing is raising taxes on the employers who have the ability to put the most Americans to work."

- **Logical Solution** that can give more benefits to the writer and reader
The conferees to adopt the Grassley-Baucus method of providing the tax benefit to all manufacturers, because small business is really important to inject Americans to work and to supply future workforce.
3. When sending a message to someone who daily receives hundreds of written appeals, what attention-getting techniques can you use? How can you get support for a cause that concerns you as a businessperson?

Question 3 directions: From the Thomas home page, use the House and Senate directories to reach a member of Congress. For House members, click on House Directories and then click on Member in the Locating Member/Committee Web Site heading. Finally, click on the name of a specific House member to reach his or her Web site. To reach the Web site of a senator, click on Senate Directories on the Thomas home page. Then click on Senators in the banner heading and select from the alphabetical list of senators. Write a sample message to appeal for help to support a cause that could benefit you as a businessperson.

Sending a message to someone who daily receives hundreds of written appeals, we have to use appropriate attention-getting techniques.

1. Give "Strong" and important headline.
2. Explore and describe the problem on the beginning.
3. Keep it simple.
4. Give small part to describe reality condition and government's solution.
5. Logical solution and reason. (Do not force them to support you, just convince them)

I'll take example of Small Business problem in the US.

Tuesday, 5th October 2004

Richard H. Baker
Member of Congress
Sixth District of Louisiana

Dear Mr. Baker,

The Foreign Sales Corporation-Extraterritorial Income (FSC-ETI) is really important for development of Small Business in the United States. We as small business have fallen into tax problem as Small Business Committee decided to give FSC-ETI only to US exporters.

The House-approved replacement bill only provided manufacturing tax benefits to employers who pay corporate taxes. But the Senate-passed bill spread the tax relief to all manufacturers whom pay individual - not corporate - income taxes. Many of these small manufacturers would have been hit with a tax increase because they would have lost their current FSC-ETI benefits while receiving nothing in return from a corporate manufacturing rate reduction.

Our manufacturers - especially the little guys -- were hit hard the past few years, but optimism has grown recently as our economy has rebounded and orders have increased. This tax relief, if enacted, will provide a stimulus to help our small manufacturers recover even more quickly and create jobs.

Small businesses are America's job creators. They create hope and opportunity for our entrepreneurs and workers. They are essential to our nation's economic prosperity. We work to minimize regulatory and fiscal government intrusion as well as to ensure that the government respects the importance of small businesses, the people they employ, and the principles of entrepreneurship.

Sincerely,

Yudha Hartanto
Small Business Representative

Business Communication

Coursework V

GIVING SPEECH AND ORAL PRESENTATION

Test Your Knowledge

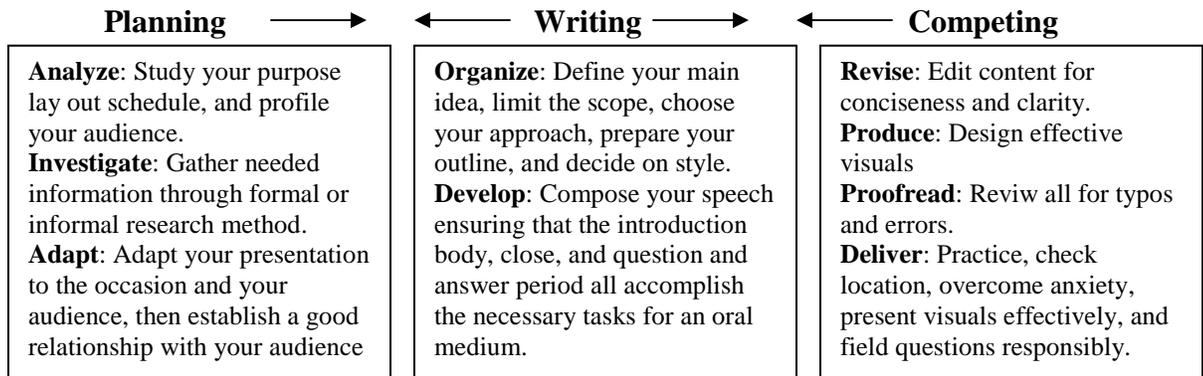
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11. What are the three steps in planning an oral presentation?

Answer:

- a. Plan your speech or presentation.
- b. Write your speech or presentation.
- c. Complete your speech or presentation



12. What is the purpose of defining the main idea of speech?

Answer:

We should organize an oral message just as you would organize a written message. One of the most important things is defining the main idea of speech. This is really useful and helps to keep our audience to walk away with other topic. With defining our main idea, people will focus and concentrate in the particular topic. If audiences understand the main idea and the topic pay more attention. We can use “you” attitude to helps us to keep audience’s attention and convinces people.

13. Why do you have to limit your scope when planning a presentation?

Answer:

We have to give clear limitation to our topic and our time. We have to focus on the topic; we have to reach the objectives clearly and straightly. To keep focus on particular subject we have to limit our scope, so we don’t waste our presentation to talk about other things that are not necessary to be presented.

If your speech doesn’t have to fit into a specified time slot, the answer depends on your subject, your audience’s attitude and knowledge, and the relationship you have with you audience. For a simple, easily accepted message, 10 minutes may be enough. On the other hand, if your subject is complex or you audience is skeptical; you’ll probably need more time. Don’t squeeze a complex presentation into a period that is too brief, and don’t spend any more time on a simple talk than necessary.

14. What do you want to achieve with the introduction to your speech? With the close of your speech?

Answer:

Introduction

We will have a lot to accomplish during the first few minutes of our speech or presentation, including arousing our audience's interest in our topic, establishing your credibility, and preparing the audience for what will follow. That's why developing our introduction must capture attention, inspire confidence, and preview the contents.

Closing of Speech

The close of a speech or presentation is almost as important as the beginning because audience attention peaks at this point. Once we have decided how to announce our close, be sure to emphasize what we want our audience to do or think and state the key motivating factor, and reinforce our theme by repeating some supporting points to refresh people's memories.

15. What six types of visuals are commonly used in presentation?

Answer:

- a. Handout
- b. Chalkboard and Whiteboard
- c. Flip Chart
- d. Overheads
- e. Slides
- f. Electronics Presentation

16. What are five key rules for designing effective presentation visuals?

Answer:

- a. Organize visuals in a logical manner and provide continuity throughout.
- b. Repeat graphic element on every visual (such as a border, a company logo, or a background).
- c. Select appropriate formats for you presentation (from paper handouts to computer-based presentation).
- d. Incorporate multimedia such as sound and video into your presentation.
- e. Modify or adapt your presentation for different audiences.

17. How does the delivery method of impromptu speaking differ from the delivery method of speaking from notes?

Answer:

<u>Impromptu Speaking</u>	<u>Speaking from Notes</u>
<p>Impromptu Speaking or unrehearsed is when we're called to speak unexpectedly or when we've agreed to speak but neglected to prepare your remark.</p> <p>Avoid speaking unprepared unless we've spoken countless time on the same topic or are extremely good public speaker.</p> <p>When we're speaking asked to speak "off the cuff," take a moment to think through what we will say.</p> <p>Avoid the temptation Ramble</p>	<p>Speaking from notes is making presentation with the help of an outline, note cards, or visual aids. This is probably the most effective and easiest delivery mode.</p> <p>It gives us something to refer to and still allows for eye contact and interaction with the audience.</p> <p>If our listener look puzzled, we can expand on a point or rephrase it.</p>

18. As a speaker, what nonverbal signals can you send to appear more confident?

Answer:

As you deliver your presentation, try to be aware of the non-verbal signals you're transmitting. Regardless of how you feel inside, your effectiveness greatly depends on how you look and sound. To appearing more confidence there are some ways to be done:

- a. Don't rush opening.
As you approach the speaker's lectern, breathe deeply, stand up straight, and walk slowly.
- b. Once your speech is under way, be particularly careful to maintain eye contact with your audience.
Pick out several people positioned around the room, and shift your gaze from one to another.
- c. Your posture is also important in projecting more confidence.
Stand tall, with your weight on both feet and your shoulders back. Avoid gripping the lectern. In fact you might step out from behind the lectern to help your audience feel more comfortable with you and to express your own comfort and confidence in what you're saying.
- d. Think about the sound of your voice.
Speak in normal, conversational tone but with enough volume for everyone to hear you. Try to sound poised and confident, varying your pitch and speaking rate to add emphasize.

19. What can speakers do to maintain control during the question-and-answer period of a presentation?

Answer:

We can try to maintain control by:

- a. Establishing some ground rules up front.
- b. Announce a time limit or question limit per person before you begin.
Establishing limits will protect you from getting into heated exchange with one member of the audience and from allowing on or two people to monopolize the question period,
- c. Give as many audience members as possible a chance to participate by calling on people from different parts of the room. If the same person keeps angling for attention, restate the question limit.

20. Why is simplicity of organization important in oral communication?

Answer:

If we want to achieve success oral communication, we have to let the information flow freely within the organization. Simplicity organization is more flexible in the flow of information rather than complex organization. This atmosphere influence people to do oral communication more frequently and effectively. In other words, simplicity of organization can support people to develop their communication skill.

If we use simplicity organization for presentation topic, we can explain easily about highlights of company performance, problem, opportunity, achievement etc. So, simplicity of organization is really important in oral communication and in speeches and oral presentation.

Business Communication

Coursework VI

SELF ASSESSMENT FOR PRESENTATION

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Presentation Self Assessment

Presentation is important part and common to be used in business program. As we learn International Business and Management Studies that means that we should have good communication and presentation skill.

I have started to learn and to practice presentation since I am in High School. I presented many topics about chemistry, physics, and language because I was entered physic class rather than social class. Presentation in Hogeschool Inholland is something new and quite interesting for me, because there are so many international people that coming around the world, I have to present business topic, and the most difficult that I have to present it in my second language (English).

My last experience was Business Communication presentation. I've presented about press release and meeting minutes. My group consists of six members and we divide it their task based on their skill and ability. We try to attract audience attention with give interesting introduction and continue with simple topic to "hot" topic. I gave the last topic and it is the core of the topic. It was quite difficult to make it interesting because it was really serious topic. I managed it with make interaction with audience to avoid losing their attention. Besides I made attractive visual aids (with power point) to attract audience and keep them in line with our presentation.

My strength for doing presentation:

- I am able to produce interactive and attractive visual aid to "grab" audience attention during the presentation.
- I never bring note or book, to keep eyes contact with audience and to ensure them that I understand the topic, so it can raise good image and believe in audience's mind.
- I always able to manage my emotion and feeling after my presentation started, even I am still nervous in the beginning.
- I always practice with my group members before real presentation. Practice can give you imagination about how the presentation will go on.

My weaknesses for doing presentation:

- In the beginning I always nervous and that make my grammar and pronunciation a little bit mix up.
- Sometimes I can forget about explanation of the topic during the presentation, and I always skip it. So, sometimes it doesn't give enough explanation about the topic I am presented.
- I always speak quite fast. It will be quite difficult for audience to understand what I am presenting about if I present that fast and not loud enough.
- Sometimes I can't manage time during my presentation.

With that strengths and weaknesses I still have many difficulties to do professional presentation. There are some criteria to do good and professional presentation:

1. Grammar and Vocabulary.

To present something in other language is quite difficult even I have learned it since elementary school. Firstly, when I am waiting for my part, I will feel so nervous and because of this nervous feeling I'll a bit mix up my grammar and vocabulary (everything seems gone). After a while I am usually able to manage it until the end of my presentation.

2. Pronunciation.

My language has quite different pronunciation with English, so sometimes I pronounce something not in proper way. I still try to manage it with reduce speed when presentation and speak clearly and loudly. Last Business Communication I was forgot to slowdown my presentation because I was quite nervous.

3. Eyes-contact.

I think I have no problem with eye-contact. Sometimes when I am really nervous I just look at their head not their eyes. To keep eyes contact I avoid to bring note or book, because with that note or book I'll prefer to look at them than to look my audience. In case of forgetting something, I usually use electronics visual aid (like power points).

4. Body Language.

I am still learning what the most appropriate body language to use in formal and informal presentation is. Sometimes I still confuse to use body language, because if we use too many body languages or not use it at all, it will give bad impression about professionalism. So, in all of my presentation I usually use not too much body language, but I still try to improve my skill in this one.

5. Contents of Presentation.

The contents of the presentation should be effective and efficient. We have to "grab" our audience attention and we have to ensure and make them believe in topic that we are presented. To do this I'll always try to make interaction with audience, ask them question, make a little joke, etc. If you are too serious and your topic is quite boring, audience will start to ignore you.

I think my last Business Communication presentation is not too bad even there are many mistake and shortcoming. Based on my presentation experience, I am always able to reduce my weaknesses during my presentation and I always quite successful with all of my presentation. I always try to learn from my mistake in last presentation and try to improve it for the next presentation.

My future plans are I will try to improve my weaknesses and develop my strength. With more presentation practice I will have many experiences in these skills, so it will make me easier to improve it. Until now I am still not satisfying with my skills and abilities, my future aims is I want to be able to present topic (boring or interesting topic) in proper way and able to raise audience attention and believe, able to deliver the objective successfully on the presentation, and able to give image as professional.

Business Communication

Coursework VII

WRITING RESEUMES AND APPLICATION LETTER

CV and Cover Letter

NAME : YUDHA HARTANTO
STUDENT NUMBER : 260301
CLASS : II IBMS I

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YUDHA HARTANTO

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1112 GT, Diemen - Noord Holland
The Netherlands

Phone : (+31) 61-439-2587
E-mail : y.yudha.h@gmail.com
URL : www.geocities.com/y_yudha_h

OBJECTIVES

To attain a respectable internship position especially in marketing management where I can utilize acquired knowledge such as communication, computer skills, and most of all management abilities.

RELEVANT SKILLS

- Language Skills
 - Expert in Indonesian.
 - Fluent in English and Javanese.
 - Beginner Dutch
- Computer Technology Abilities and skills
 - Microsoft Office Operation (Access, Word, Excel, PowerPoint)
 - Macromedia Flash MX and Dreamweaver MX.
 - Beginner Animation software like 3D Max.
 - Internet browsing and surfing.
- Managing Events
 - Manage Cultural Program as financial division in Central Java.
 - Manage National Education Contest in High School.

EDUCATION

- 2003 – 2004 Hogeschool Inholland, IBMS (International Business and Management Studies) program.
- 2000 – 2003 Loyola College High School, one of the top ten high schools in Indonesia. Advance in all subject material including Economics and Physics.
- 1999 – 2003 EF (English First), Language course from intermediate level until advanced level.

LEADERSHIP EXPERIENCE

- Student representative (High School) in Loyola College High School (First year).
- Treasury Division, in every agenda and program, such as Cultural Program, Voluntary Contribution Organization for Poor People, and Education Contest.
- Leader of project in Hogeschool Inholland. Business Communication project and Financial Market project.

YUDHA HARTANTO

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November 11, 2004

Mr. Tiesinga Boudewijn
Manager of Human Resources Department
KLM Royal Dutch Airlines
P.O. Box 7700
1117 ZL Schiphol Airport, The Netherlands

Dear Mr. Boudewijn,

As issued in the KLM websites, you are requiring person who has management and computing skills for assistant marketing manager of Ground Services Department. I believed I have what you are looking for in an assistant marketing manager. In addition to experience in a variety of office setting, I have advance skills with computer software that used in your company.

I have many experiences in managing people and event, because since high school I have many events. National Cultural program and National Education Contest are some of big event I have managed. I learned how to lead and manage big event as treasury and utilities division. I recently completed a computer lesson at my high school on Microsoft Office Word, Excel, PowerPoint, and Access, Macromedia Flash 5, and 3D Max animation program.

These skills have been tried out in my family business. I'm particularly proud of the Database System and Financial Documentation System I designed, which has sharply reduces the problem in the depleted inventories and disarray financial record.

Because management and computer skills are best explained in person, I would appreciate an interview with you. Please phone any afternoon between 1 and 5 p.m. at (31) 61-439-2587 to let me know the day and time most convenient for you.

Sincerely,

Yudha Hartanto

Business Communication

Coursework VIII

GIVING SPEECHES AND ORAL PRESENTATION

Study Case: Keys

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Your Mission

As member of the Keys Group's public relations department, you help Brady Keys plan some of the speeches he delivers to employees and to business, professional, and civic groups.

1. Keys has agreed to give a 20-minutes talk in Albany, Georgia, to a group of approximately 35 businesspeople who meet for lunch and networking on a monthly basis. The president of the group has suggested that Keys deal with the topic of franchising.

To entertain the audience with stories about Keys's franchising experience.

In this kind of situation, I prefer to talk about franchising experience. When we have meeting during the lunch, we are usually looking for comfortable situation and never talking about heavy topic. If you give them information about the history of franchising in America, there are two possibilities:

1. Many countries in the world learn history of American Economic, so they probably already knew about this topic.
2. It is really boring topic to be talked during lunch and networking time. Everybody can get this information by reading a book.

The appropriate topic for this time is to entertain the audience with our own experience. Telling experience is quite interesting, because they are not able to get this information during their study or even read the book. Other benefit is that they can learn from other experience, which activity could be improved and which one should be adopted.

Secondly, because telling experience is the same with telling story, so people will able to accept it almost in every condition. People will not become bored and they can enjoy this speech like they enjoy listening to the story.

In this quite short time, we'll able to attract them and influence them to enter to our conversation. With this method we can improve their knowledge in how to do business in the real world.

2. Keys has asked you to help plan a 10-minutes speech that he can give to his KFC employees during the annual summer picnic. He expects up to 1,000 employees to attend. His topic is "the state of the company." His purpose is to inspire employees to keep up the good work. His main idea is that Keys Group is doing an excellent job in meeting the competition, thanks to the efforts of the worker.

I think the most appropriate organizational scheme for this topic is Chronological: Highlights of company performance over the past year and outlook for the future.

Look at the time that we have only 10 minutes and the purpose to inspire employees to keep up good work, I prefer to choose chronological. It is able to indicate and show

them their performance over the past year. With describe their good performance and give future expectation, we will able to “burn” their effort.

Besides benefit that I have describe above, the most important things is that longer time is not necessary, because to tell them chronological of the company can be shortly and quickly.

I prefer chronological than other because for geographical it is quite time consume because we have to tell them performance, problems, and opportunities in each of the 11 KFC outlets. So, it’s almost impossible. The same condition is applied to topical idea too. Comparison and contrast can give benefits, but with telling the comparison sometimes we need to prove them not only tell them. They need to be convinced or else it will be useless to tell them about this comparison. This method could be really difficult to be done in 10 minutes.

3. Keys is trying to persuade a group of investor to put some money into his movie production company. He has prepared a presentation that describes the company’s goals, activities, and financial prospects. He is currently wrestling with the introduction to the presentation.

I prefer to choose second introduction than the first one. When we want to attract investor to invest some money in our business we have to prove them that the market of our business is profitable. In the first introduction, he only explains about his ability in the business world. Even if you know how to be good businessman but if you don’t know how to do business in certain area, you’ll never that ease to achieve your success. So, if you only describe your performance in other business than in the certain area that you’ll develop, it will give no reason for investor to invest in your new company.

The second introduction is really nice and interesting for new investor to join in your company. It’s describing condition of past and present movie market. With this introduction investor can imagine the general condition of the market and profitability of the future. Secondly, this introduction attracts the audience to concentrate and follow your next presentation.

Begin Strongly is quite important to give more impression to your audience. If you’re able to do this you’ll successful to send your messages and objectives, because they will pay attention to the rest your presentation.

4. In his role as chairman of the board of the Albany Civic Center Commission, Keys must give a speech outlining the center’s financial position. The audience will include other board members, the mayor and members of the city council, and a group of 15 to 20 influential business and professional people.

For this part I will combine option C and D. As professional chairman, we have to able to show the financial information summary in interesting ways. We can use

colorful tabular and graphic format. We have to be careful to use this kind of media and don't let audience pay attention more to the media than to us. So, we have to prepare professionally to ensure their quality.

One that I'd like from option C is that after we conclude our remark, we should tell the audience that detailed financial statements are available at the door. As we know, financial summary will give much information that impossible for us to memorize them all. For audience that interested can take printed version of financial summary.

The most importance things in give a speech outlining the center's financial position are we have to deliver the information to audience and keep it simple, effective, and well prepared.

I won't do first and second option because it's impossible to explain to more than 20 people with handouts and blackboard. If we can manage third and fourth part professionally, the audience will be impressed and we'll look professional as chairman.

Business Communication

Coursework IX

WRITING RÉSUMÉS AND APPLICATION LETTER

Apply Your Knowledge

NAME : YUDHA HARTANTO
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1. According to expert in the job-placement field, the average job seeker relies too heavily on the résumé and not enough on other elements of the job search. Which elements do you think are most important? Please explain.

Answer:

I think every element is related each other and have important role in the recruitment process. But the most important element is interview. The international company like Procter and Gamble has 5 steps to recruit new employee.

1. Application form and résumé.
2. First interview with assistant manager of HRM.
3. Intelligence and Emotional Quotient Test.
4. Second interview with manager of HRM.
5. Interview with director (regional director not international director).

I think this is quite selective recruitment processes. But as we can see there are 3 steps of interview. Sometimes résumé is not reliable, people can just write everything he or she wants to, even sometimes people magnify their résumé. So, we have to unite résumé with interview. In the interview process we can see their nonverbal communication. Nonverbal communication is more reliable than verbal communication. Within the interview we can learn people personality and communication skills.

As I said that every element is related, interview will success if it is supported with résumé, because résumé give general information about the person, and interview will “dig” it deeply.

2. One of the disadvantages of résumé scanning is that some qualified applicants will be missed because technology isn't perfect. However, more companies are using this approach. Do you think that résumé scanning is a good idea? Please explain.

Answer:

For an international company which employed thousand employees it will be very beneficial. They can reduce cost and make selection in the very short time. I think, it is really good idea if they supported with other test and interview. We can make general requirement and prepare the paper that can be downloaded from the websites, so every person can fill the same type with the same contents.

After general requirement fulfill, we can continue with interview and test. Interview and test will be useful to make sure we will get the right person. So, as long as the company can manage to avoid or reduce missing information that will be really useful and helpful.

3. Stating your career objective on a résumé or application might limit your opportunities by labeling you too narrow. Not stating your objective, however, might lead an employer to categorize you incorrectly. Which outcome is riskier? Do summaries of qualification overcome such drawbacks? If so, how? Explain briefly.

Answer:

I can not tell you which one is riskier, because stating objectives or not is really depended on the situation. For the solicited application form it is better for you to mention the objective. In the solicited application form, the companies only offer exact position in management hierarchy. It is better for us to concentrate and to put our exact objective in certain position.

For the unsolicited application form, we better not state our objectives. We don't know which position still empty in company that we have applied. We better not state our objective, so they can put us in department or position that the companies need and appropriate with our abilities and skills.

I think that summaries of qualification not exactly able to overcome such drawback, because in the summaries of qualification, we only explain more detail about our skills. We can use the summaries of qualification to support our objectives if we have, and for unsolicited application form that better has no objectives, it can bring more opportunity, because we broadly describe all of our skills.

4. When writing a solicited application letter and describing the skills requested in the employer's ad, how can you avoid using I too often? Explain and give examples.

Answer:

Just mention the relevant skills you have without said I have or I am able to, because the employer already know that the skills in application letter is your skills.

Here I put some example.

I have many experiences in managing people and event. National Cultural program and National Education Contest are some of big event I have managed. Learned how to lead and manage big event as treasury and utilities division is not a new challenge for me. Computer abilities on Microsoft Office Word, Excel, PowerPoint, and Access, Macromedia Flash 5, and 3D Max animation program have been achieved during my high school.

It will be a little bit clumsy and not creative if you use too many "I" in your application letter when explain about your skills. So, try to make your application letter more interesting to be read.

5. **Ethical Choices** If your college grades are not spectacular is it ethical to avoid mentioning your exact grade-point average on your résumé?

Answer:

As long as you are honest with information that you put in the résumé, it's still ethical. We don't have to put our exact college grade in the résumé. So as long as the company don't ask you to mention your grade that will be no problem at all.

What we have to include in the résumé are relevant skills, work experience if you already have it, leadership experience, and education. In education you only mention you education during last 5 years for example, but you don't need to mention detail grade that you've achieved during your study.

Business Communication

Coursework X

INTERVIEWING FOR EMPLOYMENT AND FOLLOWING UP

Test Your Knowledge

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1. How does a structured interview differ from an open-ended interview and a situational interview?

Answer:

Structured Interview	Open-ended Interview
<ol style="list-style-type: none"> 1. Controlled by the interviewer to gather facts. 2. Generally used in the screening stage. 3. All answers are noted. 4. A poor measure of an applicant's personal qualities. 	<ol style="list-style-type: none"> 1. The recruiter encourages the candidates to speak freely. 2. Less formal and unstructured, with a relaxed format. 3. Bringing out an applicant's personality and is talk freely. 4. Understanding personal qualities is easier, but be careful because some candidates reveal too much.

2. What typically occurs during a stress interview?

Answer:

Stress interview is set up to see how well a candidate handles stressful situations (an important qualification for certain jobs). During a stress interview you might be asked pointed questions designed to irk or unsettle you. You might be subjected to long periods of silence, criticism of your appearance deliberate interruptions, and abrupt or even hostile reactions by the interviewer.

3. Why do employers conduct pre employment testing?

Answer:

Some forms of pre employment test are roughly one in six if you're applying for a managerial position and one in four if you're applying for a non supervisory job. Many tests are related to specific job skills, the real growth is occurring in tests designed to weed out dishonest candidates and substance abusers.

4. Why are the questions you ask during an interview as important as answers you give to the interviewer's questions?

Answer:

In interview the questions you ask are just as important as the answers you provide. By asking intelligent questions, you demonstrate your understanding of the organization, and you can steer the discussion into those areas that allow you to present your qualifications to peak advantages.

5. What are the three stages of every interview, and which is the most important?

Answer:

Every interview will proceed through three stages: the warm-up, the question-and-answer session, and the close.

The warm-up is the most important, even though it may account for only small fraction of the tie you spend in the interview. Psychologists say that 50 per cent of an interviewer's decision is made within the first 30 to 60 seconds. If you get off to a bad start, it's extremely difficult to turn the interview around.

6. How should you respond if an interviewer at a company where you want to work asks you a question that seems too personal or unethical?

Answer:

If interviewers asks these personal questions, how you respond depend on how badly you want the job, how you feel about revealing the information asked for, what you think the interviewer will do with the information, and whether you want to work for a company that asks such questions. If you don't want a job, you can tell the interviewer that you think a particular question is unethical or simply refuse to answer.

If you do want the job, you might:

1. Ask how the question is related to your qualifications.
2. Explain that the information is personal.
3. Respond to what you think is the interviewer's real concern.
4. Answer both the question and the concern.

7. What should you say in a thank-you message after an interview?

Answer:

Express your thanks within two days after the interview. Acknowledge the interviewer's time and courtesy, and be sure to restate the specific job you're applying for. Convey your continued interest, then ask politely for a decision.

Keep your thank-you message brief, and reorganize it like routine message. Demonstrate the "you" attitude and sound positive without sounding overconfident.

8. What is the purpose of sending a letter of inquiry after an interview?

Answer:

Briefly, a letter of inquiry is asking for the decision about the job you applied for. A letter of inquiry is particularly appropriate if you've received a job offer from a second firm and don't want to accept it before you have an answer from the first.

9. What is the legal significance of a letter of acceptance?

Answer:

When you received a job offer that you want to accept, reply within five days. Begin by accepting the position and expressing thanks. A job offer and a written acceptance of that offer constitute legally binding contract, for both you and the employer. Before you write an acceptance letter, be sure you want the job.

Everything that has written on the letter of acceptance have to apply for both you and employer, and you can prosecute the company to the court if they broke their letter of acceptance and on the way round.

10. What organization plan is appropriate for a letter of resignation, and why?

Answer:

If you get a job offer and are currently employed, you can maintain good relation with your current employer by writing a letter of resignation to your immediate supervisor. Follow the bad-news plan, and make the letter sound positive, regardless of how you feel. Say something favorable about the organization, the people you work with, or what you've learned on the job.

With this letter, you can keep your good relation, so if sometimes you really need a job and you can't find it everywhere, you can come back and ask if the organization can employ you anymore. Even, sometimes the companies call back their employees. It is quite important things to do if you want to quit your job.