



MAKERERE UNIVERSITY BUSINESS SCHOOL

FACULTY OF BUSINESS ADMINISTRATION

Business Communication Skills

FOR BACHELOR STUDENTS



TOPIC 2: EFFECTIVE COMMUNICATION

Is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled through shared meaning.

In simple words, it is the presentation of views by the sender in a way best understood by the receiver.



Conti.....

- People remember more a good communicator than an excellent professional who communicates poorly.
- Effective communication occurs when the receiver understands the same meaning of the message the sender intended to convey.

To achieve effective communication, one should take into consideration the following:

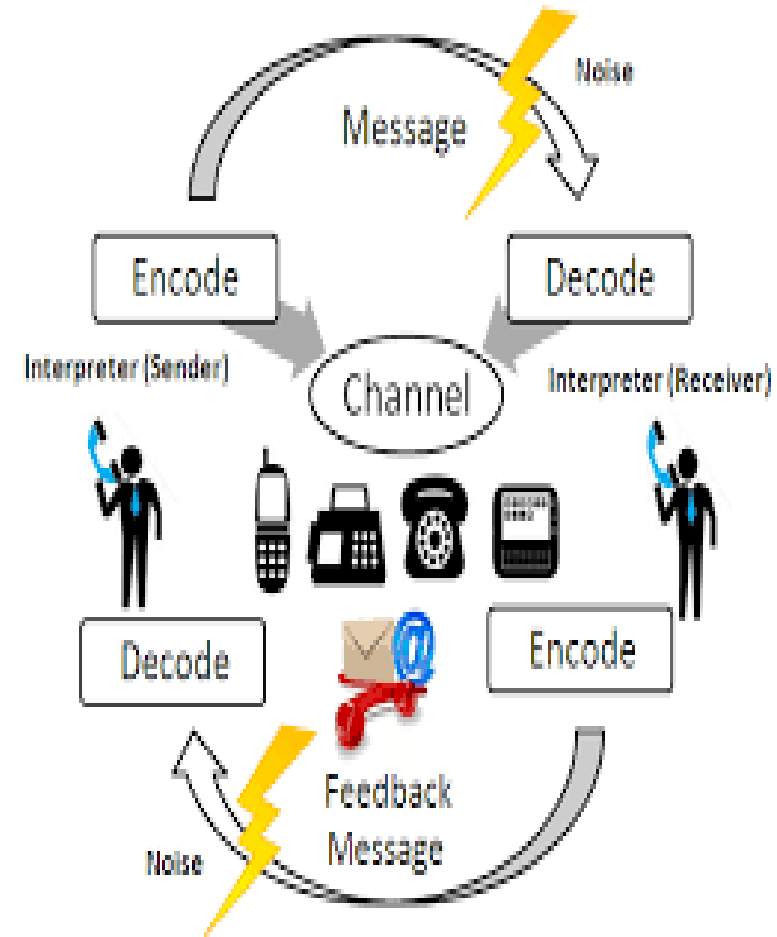
- i. The communication process
- ii. Barriers to effective communication and their solutions
- iii. Plan for communication
- iv. Basic Business English in relation to Principles of Effective Communication

Each of the above will further be explained in detail in the subsequent sub-topics.



TOPIC 2a: COMMUNICATION PROCESS

- The communication process is the guide and a series of steps towards realizing effective communication.
- This happens when there is sharing of a common meaning between the sender and the receiver.



Topic Outline

- Introduction of communication process.
- Stages of communication process.
- Explanations of each stage.
- Importance of feedback.
- Exercise
- Video (link)



Topic Learning Outcomes

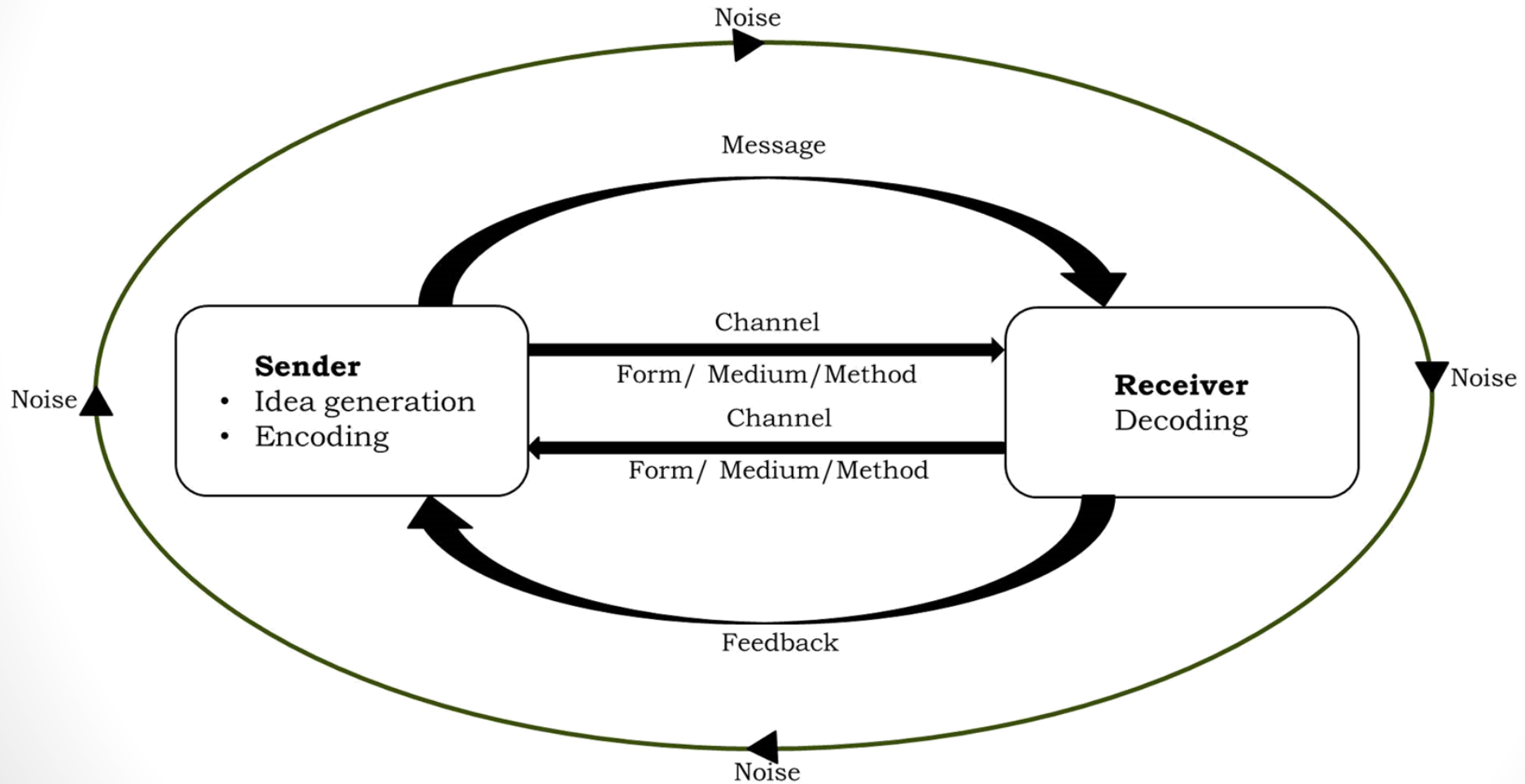
By the end of this topic, the student should be able to:

- Define Effective Communication
- Articulate the various aspects of effective communication
- Explain the elements of a communication process
- Illustrate the communication process
- Demonstrate the communication process that should be followed in any business situation
- Explain the role of feedback in effective communication
- Assess the effectiveness of communication in various business contexts

The Communication Process



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Stages of the Communication Process

- ▶ **Sender:** The sender identifies the need to communicate and formulates an idea
- ▶ **Encoding:** The sender transforms the thoughts, ideas, or information into a message in form of symbols, words or gestures that can be understood by the receiver.
- ▶ **Channel:** The channel is the medium that transmits the message to receivers
- ▶ **Receiver:** receiver is the individual or group to whom the message is directed and who interprets or decodes the message.
- ▶ **Decoding:** entails the receiver converting the message into thought.
- ▶ **Feedback.** Is the response the receiver sends to the sender.

Importance of Feedback

1. Information obtained from feedback can be used in decision making.
2. Completes the communication cycle.
3. Confirmation that the message was received.
4. Used as a tool to assess whether the communication was successful.
5. A measure of performance.
6. Feedback can be used as a motivation tool etc.

Noise

This is any barrier or hindrance to effective communication that arises during the communication process.

It can arise from any stage of the communication process.

There are different types of noise to include:

1. **Physical:** It refers to any external or environmental interference that disrupts or distorts the transmission of a message.
2. **Psychological:** It refers to internal factors in the mind of a person that can hinder or distort their ability to receive, interpret or respond to a message during communication.
3. **Semantic:** It refers to misinterpretations that arise from the use of language in communication.
4. **Physiological:** It refers to physical body conditions that can interfere with the effective transmission or reception of a message.

Note: The above divisions will be explained in detail in topic 2b



Exercise

Question one

- a) Based on the orientation week that you attended as a first-year student, choose one of the communication sessions you had with any MUBS officials and explain the communication process that took place.
- b) Critique the above process.



References



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- <https://youtu.be/q6u0AVn-NUm?si=I0jhmrWPliellABe>

Thank you for being a great audience



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