

14. Introduction to Business Communication

BVPT-104: English & Communication

Unit 4: Business Communication

Topic: Introduction to Business Communication - Importance, Types, and Channels

□ What Is Business Communication?

Business Communication refers to the exchange of information—verbal, written, or visual—**within a professional or organisational setting**.

In simple terms, it's **how people communicate at work**—between colleagues, departments, superiors, clients, or external organisations.

In healthcare and physiotherapy, it includes:

- Writing patient reports
- Explaining treatment plans to clients
- Communicating with doctors and hospital management
- Participating in academic or professional meetings

□ Why Is Business Communication Important?

Benefit	How It Helps a Physiotherapy Student/Professional
□ Clear Instructions	Helps give accurate treatment explanations to patients
□ Professionalism	Builds credibility when writing reports or emails
□ Strong Relationships	Maintains smooth coordination between departments, patients, staff
□ Better Decision-Making	Effective sharing of ideas, updates, or problems
□ Career Growth	Essential in job interviews, presentations, and leadership roles

□ Types of Business Communication

1. Internal vs External Communication

Type	Example
Internal	Between physiotherapy staff and hospital departments
External	With patients, suppliers, government health agencies

2. Formal vs Informal Communication

Type	Features	Example
Formal	Structured, professional, documented	Report to senior doctor; appointment letter
Informal	Casual, friendly, spontaneous	Chat with colleague over lunch break

3. Vertical vs Horizontal Communication

Type	Description	Example
Vertical	Between different levels of hierarchy	Junior physiotherapist reporting to HOD
Horizontal	Between people on the same level	Two therapists planning patient schedule

□ Channels of Business Communication

A “channel” is the **medium or pathway** through which a message is sent.

Channel Type	Examples & Description
Oral (Spoken)	Face-to-face talks, meetings, phone calls — useful for immediate feedback
Written	Emails, notices, memos, patient records — for record-keeping and clarity
Non-Verbal	Body language, eye contact, tone of voice — adds emotional context to spoken message
Digital / Online	WhatsApp, Zoom, hospital management software, email, EHR systems
Visual	Charts, graphs, PowerPoint presentations — helpful in team meetings or patient education

□ Example Scenario in a Physiotherapy Setting:

Imagine you are a physiotherapist in a hospital:

- You write an **email (written)** to the doctor about a patient’s progress.
- You call the patient to **remind (oral)** about tomorrow’s session.
- You present a **chart (visual)** during a team meeting.
- You use friendly body language (non-verbal) to reassure a nervous patient.

All these are **channels of business communication**.

□ Quick Summary Table

Aspect	Key Points
Definition	Communication in a professional setting
Importance	Clarity, professionalism, collaboration, growth
Types	Internal/External, Formal/Informal, Vertical/Horizontal
Channels	Oral, Written, Non-verbal, Visual, Digital
Application in Physio	Patient care, reporting, meetings, coordination with hospital staff

□ Self-Practice Questions

1. What is the difference between formal and informal communication?
2. List three examples of internal communication in a hospital setting.
3. What are two advantages of written communication?
4. How does non-verbal communication affect patient care?
5. What channel would you use to present monthly therapy outcomes?