**Unit 1: Foundations of Management**

**Activity 4: Business Communication: Knowledge Questions:**

1. All workers in today’s organizations need to learn to use information effectively. It is especially important for managers to have excellent communication skills. Managers must be able to receive, understand, and distribute information. Useful information meets five criteria. Please list and describe these five criteria.
2. Finish this sentence… “As a student studying a business course…”
3. What is email communication and what is it used for?
4. What do most businesses have to prevent mistakes and misunderstandings (with regards to email communication)?
5. List three of the five essential basics for using email in a business setting.
6. What are the two most important types of business writing?
7. Describe reports and how to write an effective business one.
8. List five of the 32 most important email etiquette tips from the article at [www.emailreplies.com](http://www.emailreplies.com).
9. Check out the link on “Writing the Basic Business Letter” and list the eight parts/basics of a business letter.
10. Check out Microsoft’s [Tips for creating and delivering an effective presentation](http://office.microsoft.com/en-ca/powerpoint/HA102078641033.aspx?mode=print) for specific advice on creating an effective PowerPoint and list five tips for ***delivering*** an effective presentation.
11. What is IT?

**Assignment: /12 Communication Marks**

* ***Answer the questions below:***
1. Tell me three things you have learned from answering the knowledge questions above. (3 Marks)
2. Tell me how answering the questions will change at least one way in which you use email communication, write a business report or deliver an effective presentation. (3 Marks)
* ***Copy and paste this URL into a browser: Read the story “ Beware Your Digital Footprint is your Resume” and answer the questions below:***

[***https://resources.elearningontario.ca/d2l/lor/viewer/viewFile.d2l/10489/109313/BOH4MPU01/BOH4MPU01A04/docs/Beware.pdf***](https://resources.elearningontario.ca/d2l/lor/viewer/viewFile.d2l/10489/109313/BOH4MPU01/BOH4MPU01A04/docs/Beware.pdf)

1. Do you have a blog?  Have you created or edited a Wikipedia page? Do you have an account on Facebook, MySpace, YouTube, Flickr, or any other social networking site? Why or why not? (2 marks)
2. Tell me about two things you learned from reading this article. Will your online activity change as a result? Why or Why not? (4 marks)
* Please print out the assignment only and hand in to be marked.