**Reflection Memorandum**

Business communication is, in its very essence, any communication that serves the purpose of a business. In many cases, that purpose revolves around promoting a product, an organization or a service. The mediums used for business communication include print, internet, and word of mouth. Emails are a way to use the internet for business communication. Similarly, a number of ways are used to communicate policies to the employees by the managers and supervisors; all these ways and means are included in the meaning of business communication.

In my opinion, in order to be a good business communicator, you need to have a calm demeanor and good communication skills. A calm demeanor goes a long way in generating a good and healthy working environment for other co-workers. If you are working in a managerial capacity in an organization, you should keep calm, as every day, you are bound to face difficult situations which would not arise if proper guidelines are followed. Getting a little angry in that moment will make the work environment toxic and decrease the morale of the team as a whole. Being in such a position requires good business communication skills and thus a calm and composed behavior. In my experience, the second most important skill in business communication is communication skills. You need to develop the skills to express yourself in a good way to make the other person understand and, in some cases, realize their error without being offensive.

I have worked a little in the industry and with my brief experience, have realized the importance of good business communication practices. I have also attempted to start a small business of my own and there, the realization that many people lack the basic qualities for business communication set in. In order to start a good business, you need to interact with a lot of people and not all of them are as well equipped to express their needs and desires as you are. So, from that perspective, you get a lot to learn from such individuals. These courses have helped me a lot in understanding how to adapt to the norms of the organization. The assignments revolving around the field of business writing and collaboration have really helped me in gaining real-life experience of working and interacting with people in a professional way.

My biggest strength as a business communicator is patience. In my opinion, not being overwhelmed by the nefarious situation and trying to make the best of a bad situation is my biggest strength. Situation handling comes alongside it, thus, one can say that the second-best thing in me is the art of situation handling. But obviously, there is always a limit to everything. If someone at the workplace tries to be too dependent or evades responsibility, then one has to be a little strict and make the person realize the rules of engagement at the workplace. The biggest weakness in my personality is probably being a little too lenient. Sometimes, I will have my employee’s back even if I know that he is wrong and this can result in complacency which is not good for any company.

In the future, I see myself erecting a business which will gradually expand. The knowledge attained in BUS 102 and 284 will go a long way for me to manage the people of my organization. It will help me to communicate clearly, the different requirements and policies that are necessary when working within, or in my case setting up an organization. In the near future, I see this knowledge translating into my presentation and communication skills. In my opinion, my stay in the field will be made a lot easier by the knowledge attained by these courses.

In the Project 4 video, the group worked as a team. The work was divided into several components and was then distributed amongst members of the team, to get it done on time. Afterwards, in the group meetings, the parts were integrated to provide us with the end product which was then submitted as the Project 4 video.