

ARE ASSUMPTIONS IMPEDING COMMUNICATIONS AT NIKUNJ BUILDERS?

ABSTRACT

Miscommunication can happen due to lapses on the part of the sender, the receiver, or the channel used for communicating. There are various examples of management blunders that happen as a result of miscommunication at one level or another. Despite the best intentions from the sender and the receiver, several barriers inhibit effective exchange of information. While physical and other barriers related to language are easy to eliminate, the challenge arises when these barriers are subjective in nature and are unintentional. This caselet deals with a hazardous situation that resulted from the departmental review meetings which were done every week to take important decisions related to bidding proposals in Centre for Proposal Selection (CPS) of a company dealing with construction biddings. It highlights challenges which managers, especially those who lead the teams, have to face on an everyday basis in office.

Pedagogical Objectives

- Understand how differences in values and perceptions can act as communication barriers
- Identify several barriers in downward, upward and lateral organisational communications
- Learn how implicit assumptions can become a cause of communication failure

Case Positioning & Setting

This caselet can be used for the following graduate-level courses:

- (a) **Business Communication Course:** This caselet can help deepen students' understanding about formal organisational communication and its significance in the proper functioning and growth of any organisation
- (b) **Business Management Course:** Organisations globally can use this caselet to illustrate the subjective and mental barriers and identify implicit assumptions to minimize misunderstandings