



BBA

Semester VI

Calicut University

Networking in Business

Course Code: BBA6CJ304 • Module 1 Notes

1. Importance of People, Teams, and Team Roles

In modern business administration, human capital and collaborative team structures serve as the primary engine for organizational innovation, operational execution, and strategic growth. No single individual possesses all the technical, analytical, and interpersonal skills required to navigate complex global markets; success depends on building diverse, high-performing teams and professional networks.

Tuckman's Stages of Team Development

Bruce Tuckman (1965) identified five sequential stages that every group undergoes to evolve into a high-performing team:

Stage	Team Dynamics & Behavior	Leadership Role & Strategy
1. Forming	High uncertainty, polite interactions, orientation, and testing boundaries. Members focus on individual acceptance.	Directive: Establish clear team goals, roles, rules, and expectations.
2. Storming	Conflict over leadership, task distribution, work styles, and competing priorities. Friction emerges.	Coaching: Facilitate open conflict resolution, build trust, and clarify responsibilities.
3. Norming	Establishment of cohesion, mutual respect, shared standards, operating procedures, and team unity.	Facilitating: Encourage collaboration, shared decision-making, and constructive feedback.
4. Performing	High autonomy, seamless execution, synergy, problem-solving, and peak operational productivity.	Delegating: Empower team members, focus on long-term strategy and continuous optimization.
5. Adjourning	Task completion, project wrapping up, evaluation of results, and team disbandment or transition.	Recognizing: Celebrate achievements, capture lessons learned, and facilitate transitions.

Belbin's Nine Team Roles

Dr. Raymond Belbin established that balanced team performance requires nine distinct behavioral roles categorized into three categories:

Action-Oriented Roles

Shaper: Drives momentum under pressure.

Implementer: Turns ideas into practical action plans.

Completer Finisher: Ensures perfection and zero errors.

People-Oriented Roles

Coordinator: Clarifies goals and delegates effectively.

Teamworker: Fosters harmony and resolves friction.

Resource Investigator: Explores external ideas and contacts.

Thought-Oriented Roles

Plant: Generates highly creative, unconventional solutions.

Monitor Evaluator: Analyzes options dispassionately.

Specialist: Provides deep technical domain expertise.

Role Balance Principle

High-performing teams do not require 9 separate people; rather, team members must collectively cover all 9 functional roles to prevent blind spots.

2. Essential Components of Business Networking

Business networking is the deliberate process of establishing, cultivating, and leveraging mutually beneficial long-term professional relationships. It is grounded in social capital theory and the principle of reciprocity.

Core Elements of Social Capital & Networking

- **Reciprocity (The Give-First Mindset):** Effective networking operates on providing value to others (introductions, insights, support) before seeking personal gain or favors.
- **Trust & Reliability:** Professional relationships require consistent ethical behavior, confidentiality, and dependable follow-through on commitments.
- **Mutual Value Creation:** Sustainable networks thrive when both parties benefit through shared knowledge, business opportunities, or professional growth.
- **Social Capital (Bourdieu & Putnam):** The accumulated economic and informational value embedded within an individual's network of social connections.

3. Traditional Business Networking Strategies

In-person, face-to-face networking events remain vital venues for building high-trust professional connections and expanding commercial relationships.

Key Traditional Networking Platforms

Networking Avenue	Primary Audience & Purpose	Strategic Approach & Value
Industry Conferences & Summits	Domain experts, industry peers, potential corporate clients, and thought leaders.	Gain cutting-edge industry trends, participate in Q&A sessions, and network during break sessions.
Chamber of Commerce Meets	Local business owners, entrepreneurs, regional suppliers, and service providers.	Build local B2B partnerships, understand regional market opportunities, and gain referral leads.
City Council & Civic Meetings	Local government officials, community leaders, urban planners, and civic directors.	Understand local regulatory developments, public infrastructure projects, and community initiatives.
Trade Shows & Exhibitions	Manufacturers, distributors, wholesale buyers, and international trade delegates.	Demonstrate product capabilities, evaluate competitor offerings, and secure wholesale agreements.

4. Networking Fundamentals & Building Professional Rapport

Mastering initial face-to-face interactions requires developing strong interpersonal skills, non-verbal body language awareness, and active listening techniques.

Building Immediate Professional Rapport

Active Listening Techniques Focusing entirely on the speaker without interrupting, reflecting key points, nodding, and asking insightful follow-up questions to demonstrate genuine engagement.	Non-Verbal Communication Maintaining natural eye contact, presenting an open posture, offering a confident firm handshake, and projecting a warm professional tone.
---	---

Acing your exams is just a click away!

Visit www.degreeelive.in to download the next module for free.

DegreeLive