

Chapter 1

Introduction to Business Communication

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Learning Objectives

- Explain the concept of communication
- Explain the concept of business communication
- Identify various types of business communication
- Discuss the tools of business communication
- State the role of business communication in an organisation



Concept of Communication

Communication is a process that involves transferring information from one party to another.



According to Keyton, Communication can be defined as the process of transmitting information and common understanding from one person to another.

According to Oxford English Dictionary, Communication means the imparting, conveying, or exchange of ideas, knowledge, etc., whether by speech, writing, or signs.

OED

Oxford English Dictionary

The definitive record of the English language



Importance of Communication

The success of any business depends on how effective its communication system is, for communicating within or outside the organisation.

Inaccurate or ineffective communication may lead to conflicts within the organisation and loss of goodwill outside it.

Communication skills are a prerequisite to personal, academic and professional success.

For every profession, communication skills are important, as they help in smooth and effective working of an organisation.



Objectives of Communication

To exchange
information

To provide
advice and
counselling

To issue orders
and
instructions

To impart
education and
training

To motivate

To raise morale

To give
suggestion

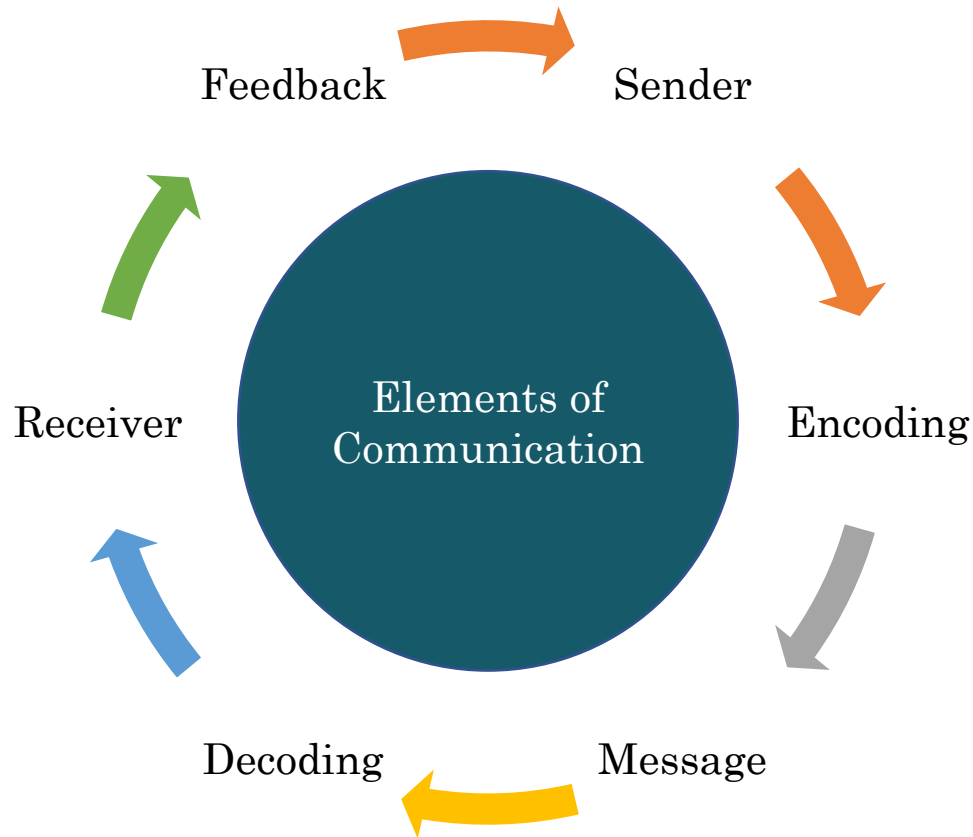
To persuade

To warn



Process of Communication

Communication follows a cyclic pattern for the delivery of a message, fact, thought, or idea. Communication is a process that involves at least two people: Sender and Receiver.



Principles of Effective Communication



Concept of Business Communication

Some definitions of business communication:

According to **Ricks and Gow**, *Business communication is a system that affects change within the total organisation.*

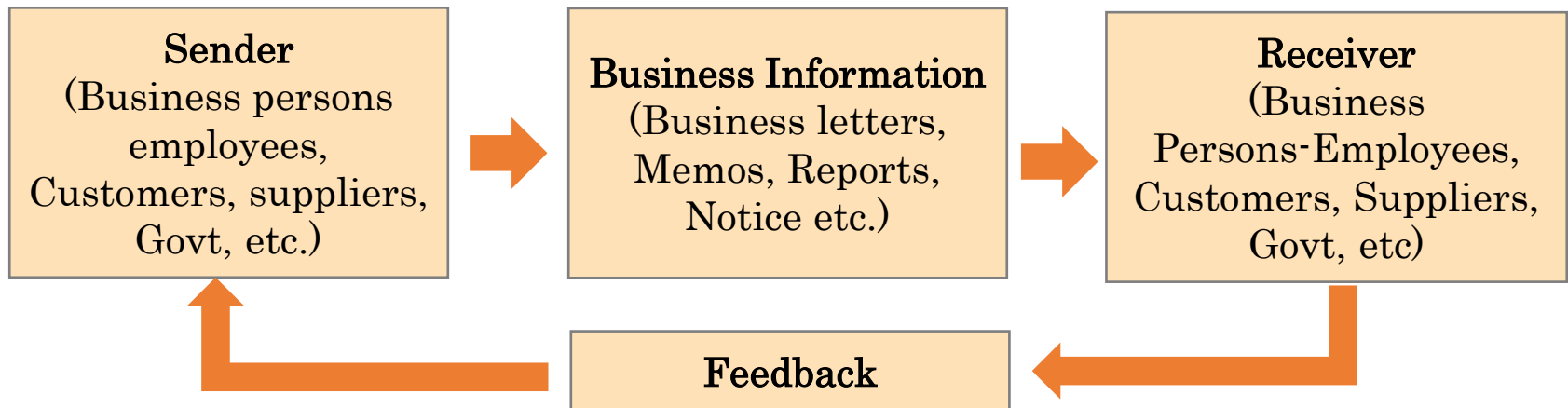
According to **W. H. Meaning**, *The exchange of ideas, news and views in connection with the business among the related parties is called business communication*

According to **Prof. J. Haste**, *Communication occurred between two or more businessmen for organising and administering business efficiently is called business communication.*

According to **Brennar**, *Business communication is the expression channelling, receiving and interchanging of ideas in commerce and industry.*



- Business communication is a cyclical and systematic process.



Internal Business Communication

It takes place when people working in an organisation interact with each other to realise common goals.

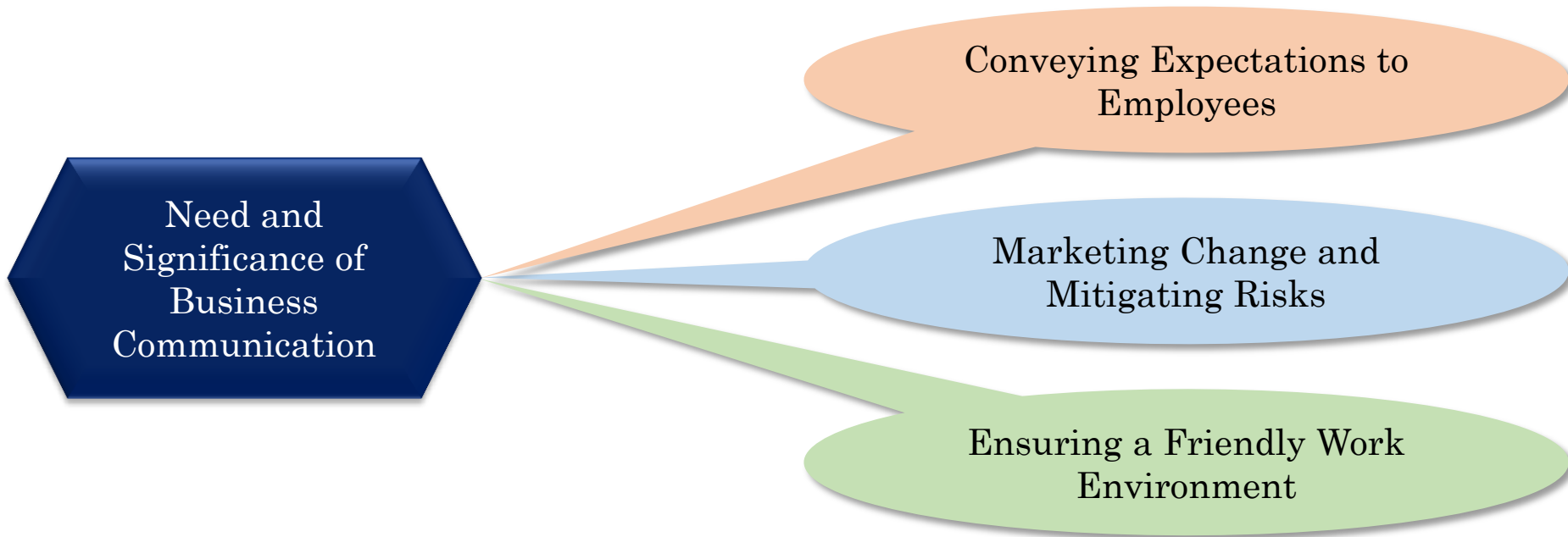
Types of Business Communication

External Business Communication

It takes place when people working in an organisation interact with external parties such as customers, suppliers, dealers, distributors, government, and general public.

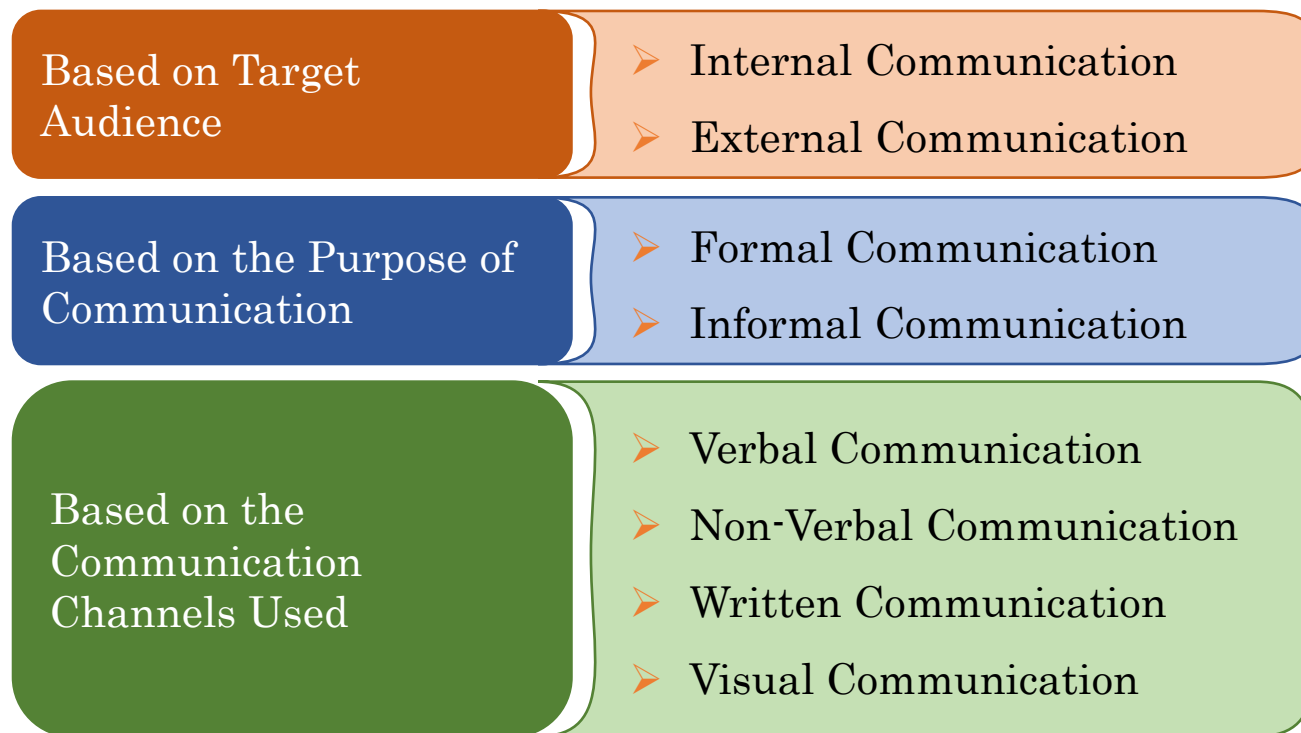


Need and Significance of Business Communication

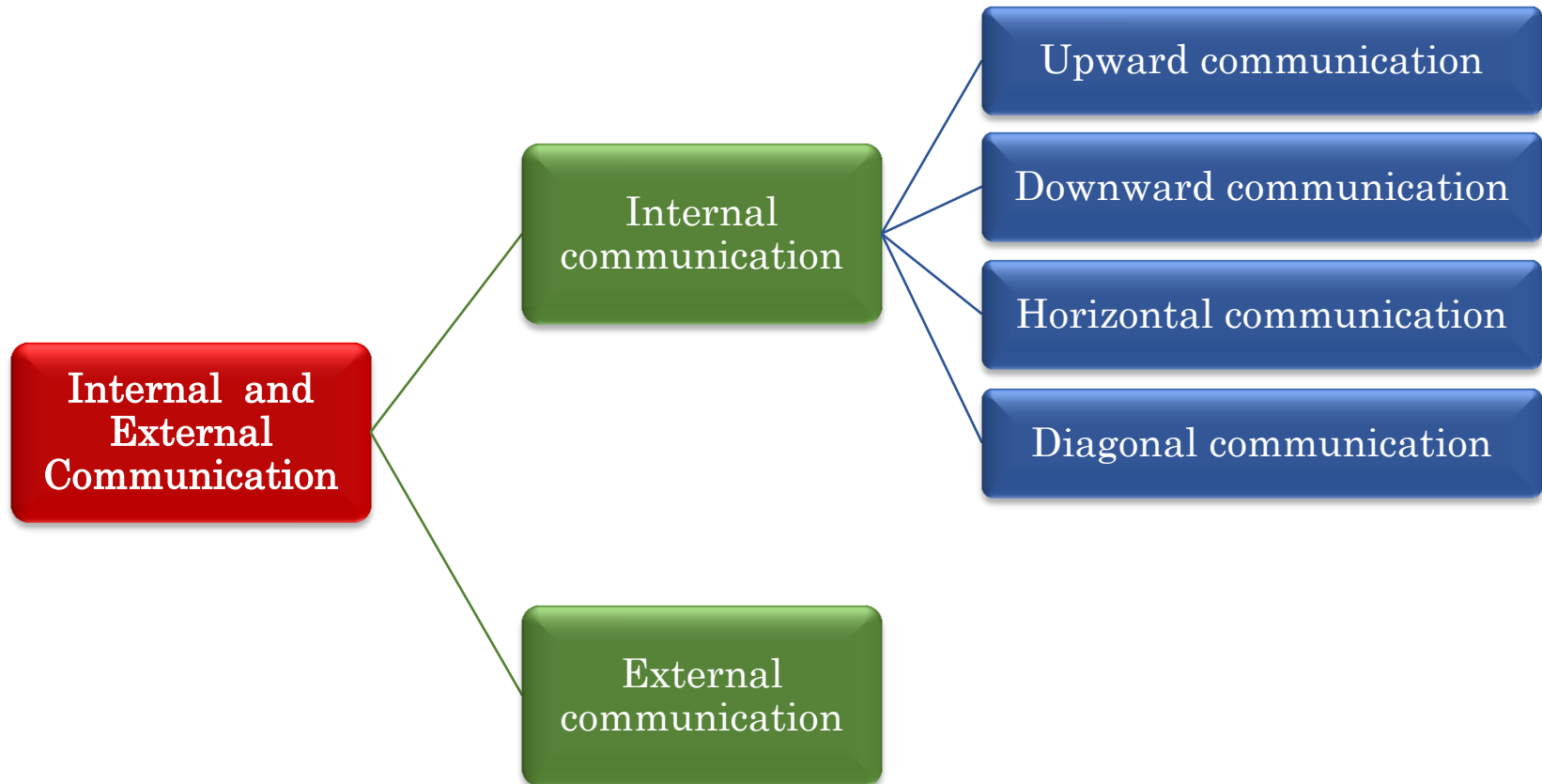


Types of Business Communication

- Communication can happen based on the target audience, the purpose of communication, and communication channels used.
- The below figure shows different types of communication:



Internal and External Communication



Formal and Informal Communication

Based on the purpose, business communication can be divided into two types

Formal Communication

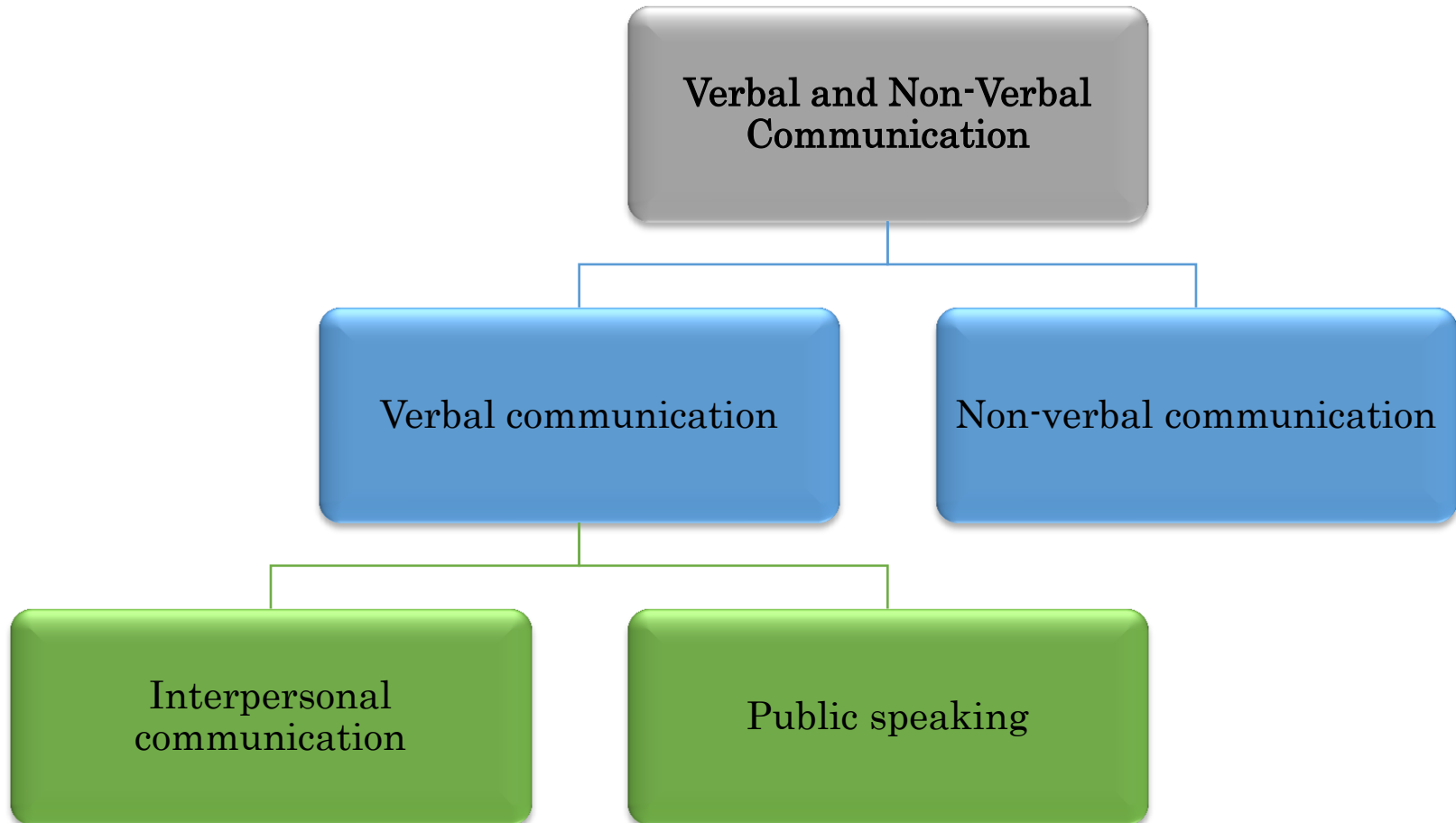
This type of communication takes place in an official style in professional settings, business meetings, and conferences. In such communication, there are certain rules and principles that need to be followed while conveying a message. Formal communication requires a straightforward approach and a line of authority. The use of slang words is prohibited in formal communication.

Informal Communication

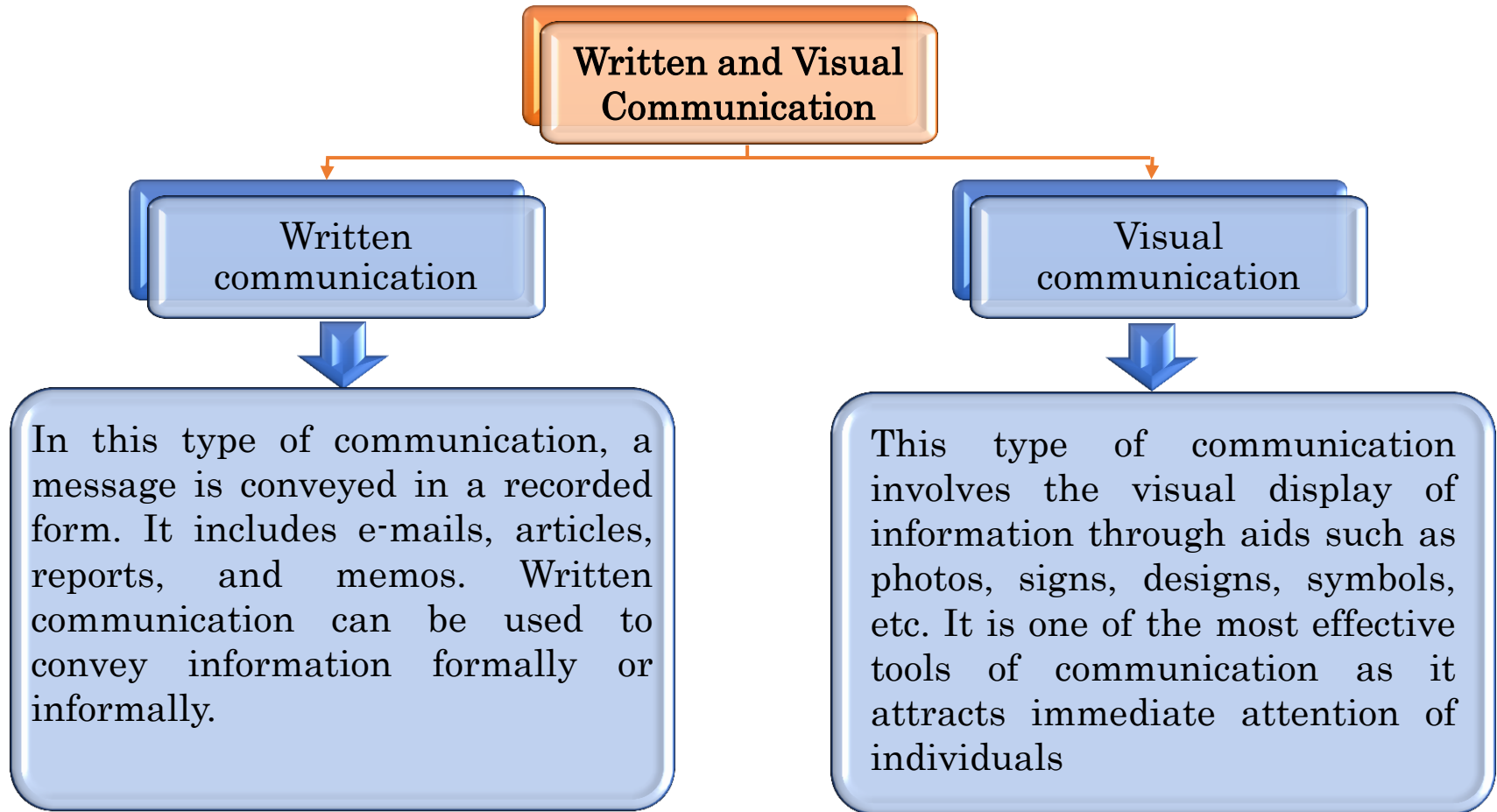
It is a free form of communication and does not follow any fixed pattern. This type of communication does not follow any rigid rule or guideline; thus, it also evades any restriction of time or place. In organisations, informal communication helps in understanding and addressing employee grievances as people express themselves freely while talking informally



Verbal and Non-Verbal Communication

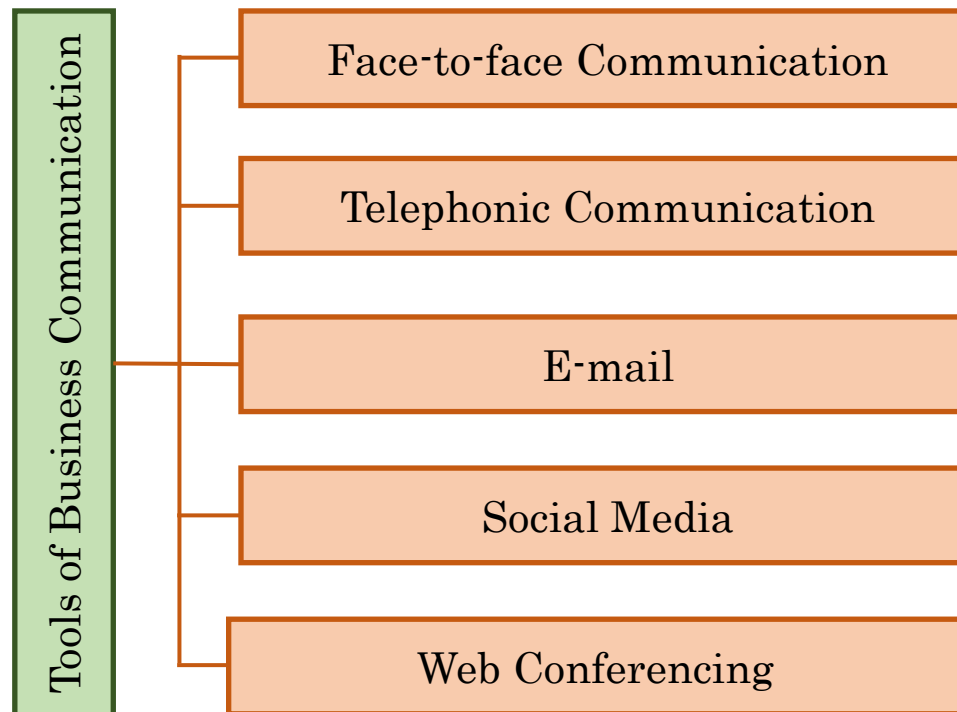


Written and Visual Communication



Tools of Business Communication

In an organisation, the effectiveness of business communication largely depends on the tools used for communication. These tools are also called communication tools, mediums, or methods.



Role of Business Communication in An Organisation

The following points show the role of communication in an organisation:

- ✓ Delegating roles and responsibilities thereby systematising work in a group.
- ✓ Resolving conflicts among individuals.
- ✓ Performing various managerial functions effectively, such as planning, organising, directing, etc.
- ✓ Motivating individuals to work towards organisational goals and objectives.
- ✓ Moulding employee attitudes and establishing a code of conduct.
- ✓ Maintaining discipline and control in an organisation.



Benefits of Business Communication

Saving time and cost

Expanding the scale of business

Increasing productivity

Fostering a supportive team environment

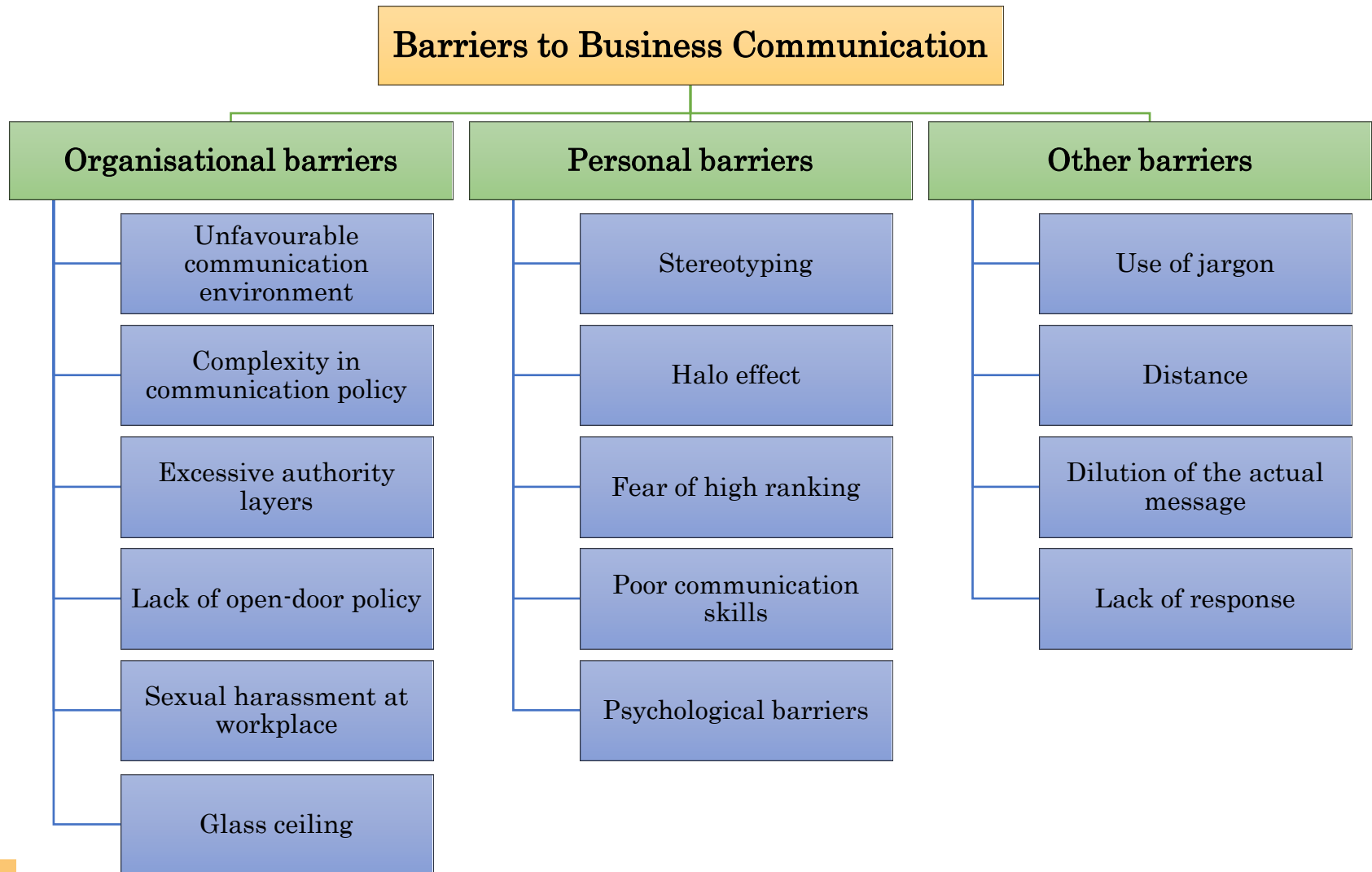
Serving the needs of internal and external customers

Building customer relationships

Strengthening partnerships



Barriers to Business Communication



Measures to Overcome Barriers

Some measures that can be taken to remove communication barriers are:

Setting a clear and meaningful purpose of communication.

Selecting an appropriate channel of communication.

Building trust by giving response and value to the sender.

Training employees on effective communication skills.

Using simple and understandable vocabulary while communicating.

Ignoring jargon and irrelevant information to make communication simple and precise.

Counselling employees for eliminating their fear of superiors so that they can communicate effectively.



Thank You