



Business communication and its goals

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Learning Objectives

- Understand the concept of communication
- Define the process of business communication
- Understand the relevance of communication in business





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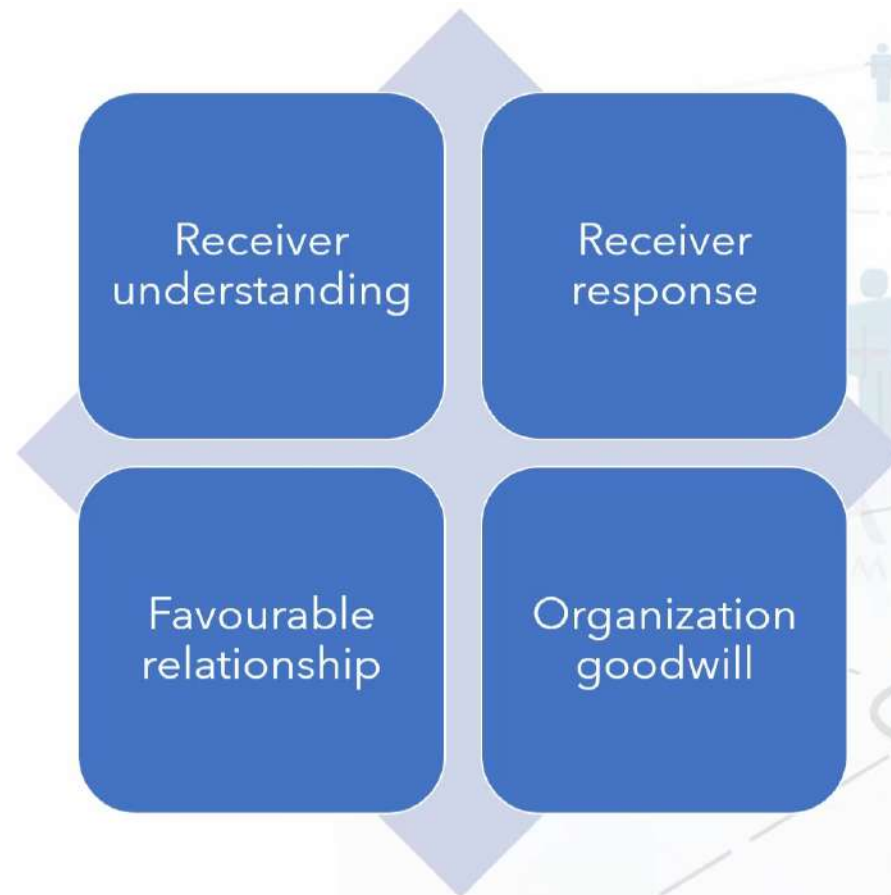
Introduction to communication

- Communication is about building a relationship which involves developing understanding through establishing trust, over a period.
- Communication relates to the environment in which it occurs.
- Business communication is a special type of communication.



What is business communication?

- Business communication is the form of communication undertaken by the business firms to fulfil the needs of the business
- According to R. Ludlow, "Business communication is a process of transfer of information and understanding between different parts and the people of a business organisation. It consists of various modes and media involved in communication interchanges."



Goals of business communication

Adapted from Krizan, Merrier, Logan, Williams, *Effective Business Communication*

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Goals of business communication

1. Receiver understanding

- For example: Mr. Sharma messages to Mr. Saxena "Lets meet today and discuss the details of West Delhi Zone."
- The message must be so clear that the receiver understands the message in the same way as the sender intended it.



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Goals of business communication

2. Receiver response

- Message should encourage receiver's response.
- Example- In a class room teacher asks the students, "Is the concept clear to all?," "Did you follow?"
- Example- The chairperson of a committee requests the people to notify the chair whether they will attend the next meeting.



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Goals of business communication

3. Favourable relationship

- The sender and the receiver must relate to each other positively, personally and professionally to build a strong business relationship .
- It is important to focus on the receiver's interest and benefits, using positive language.



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Goals of business communication

4. Organizational goodwill

- The success of businesses depends upon the goodwill of the business.
- Investors invest in the company because of its reputation, suppliers attach with the company due to its credit worthiness, customer buy from the company due to its brand reputation, reasonable prices and promotions & quality of product.



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To sum up

- Communication is considered as the life blood of businesses.
- Information is to be transmitted between different parties of an organization.
- Mission, vision, goals, objectives, operations, strategies etc. are to be explained to the employees





Importance of communication in business

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Learning objective

- Understand the importance of business communication





Importance of business communication



Shift from the industrial era to information era



Information flow in business is as important
as the flow of blood for the life



Importance of business communication



1. Basis of managerial function



Planning



Decision making



Staffing



Directing



Coordinating and controlling

Communication is the basis of all these functions.



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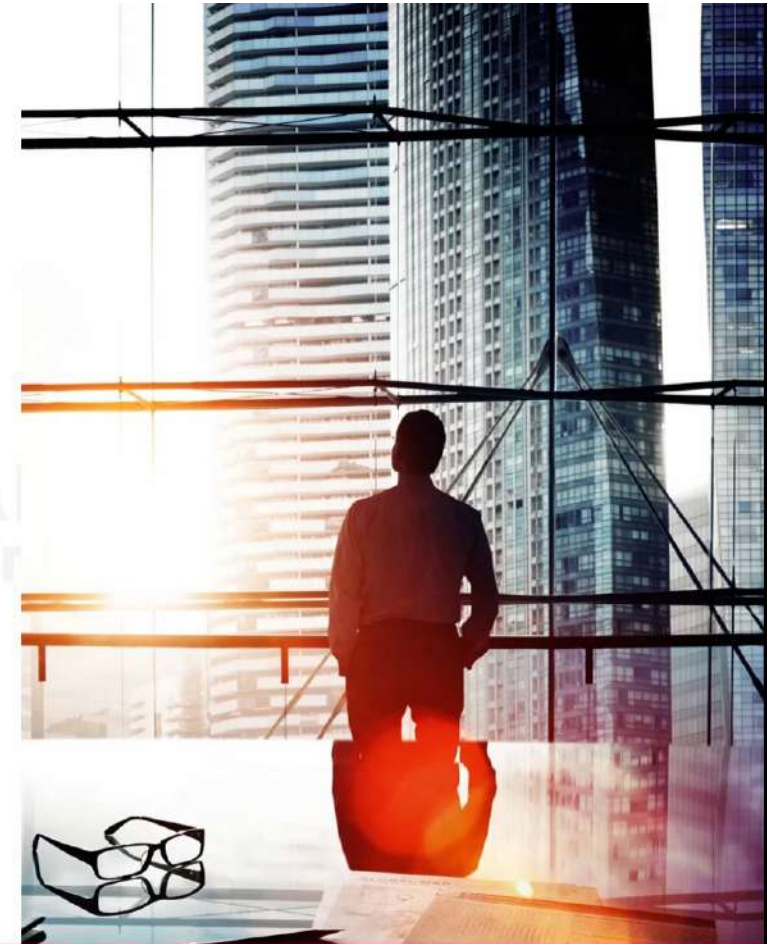
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2. Building & maintaining human relations

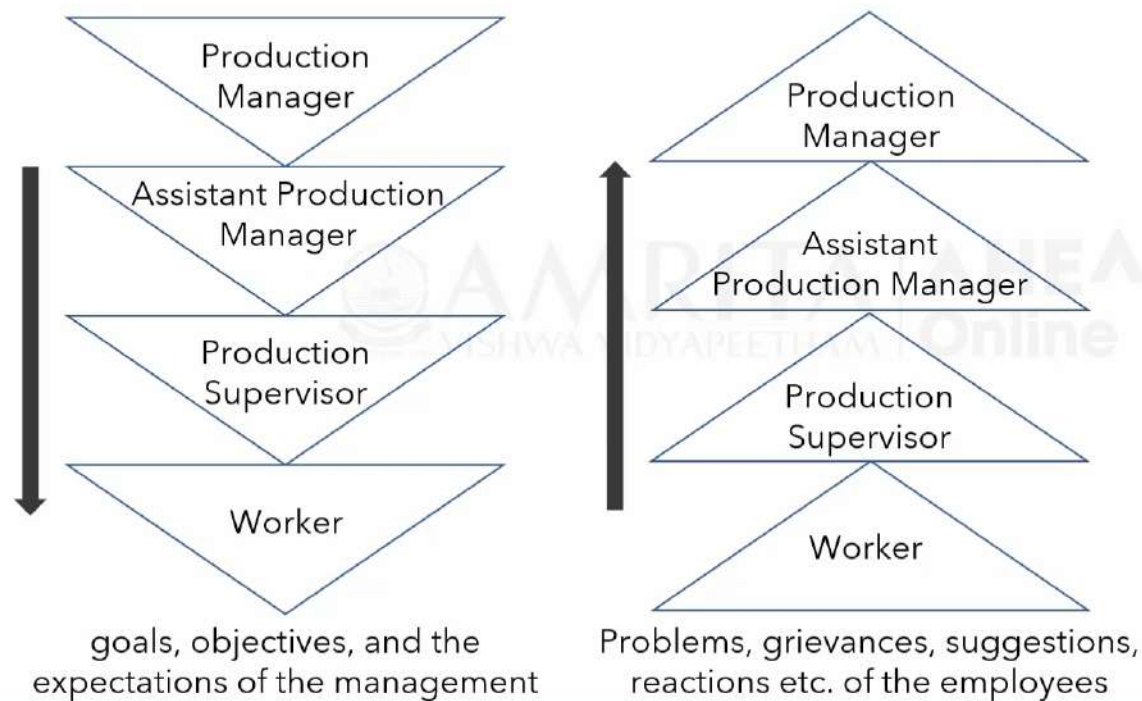
- Communication can change the attitude of people, motivate them, cooperate with them.
- Helps in conflict resolution

3. Developing positive corporate image

- Positive image is the biggest challenge in today's era.
- Organisation's responsibilities towards government, employees, shareholders, investors, customer, society
- To sustain the image, communication should be backed by suitable actions.



4. Promoting industrial peace



Two-way communication is an effective method for promoting industrial peace.

5. Building relationship with the supplier

- Important to maintain the level and quality of the production
- Information to the supplier - raw material requirement, type of raw material, quality and conditions for acceptance
- Information from the supplier- prices, discount, raw material, quantity available



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6. Promoting sales of goods and services



- existing products/ services
- new products/ services launched
- new feature added in the existing offering
- importance and the quality of the offering
- information about prices and promotions

7. Reporting to owner- SHAREHOLDER



- Shareholders are the persons who hold the shares of the company.
- They are known as the real owners of the company.
- They need to be informed about the performance and health of the business.

To sum up

- Communication is vital to any organization.
- Opportunities, threats, needs of customers, societal expectations, rules and regulations of the government and so on
- Communication is necessary for the efficient, smooth and successful working of the organization.





Corporate culture

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Learning Objectives

- Understand the basics of corporate culture
- Learn how to choose the corporate culture that suits you
- Learn the basics of business etiquette and to introduce yourself with confidence





Corporate culture

dress code
business hours
office setup
employee benefits
turnover
hiring decisions
client service
client satisfaction



Corporate culture is the values, beliefs and traditions in a company which influence the behaviour of its staff.

A knowledge of
the corporate
environment is
requisite for a
job seeker.



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Identify the
type of culture
that suits you

WHAT MATTERS MOST TO EMPLOYEES ABOUT CULTURE?

1. PAY
2. CO-WORKER RESPECT & SUPPORT
3. WORK-LIFE BALANCE



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Time to chat with colleagues

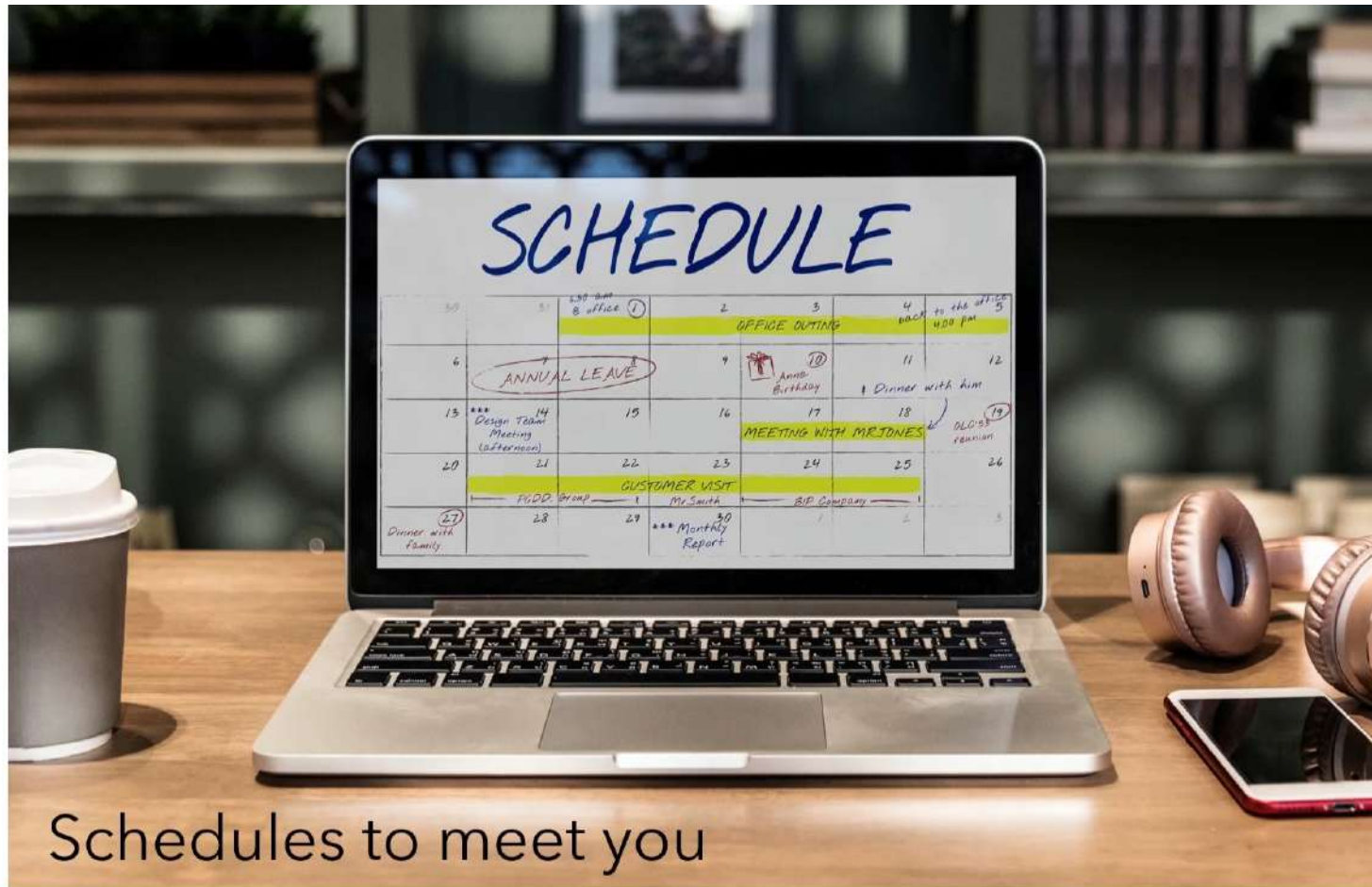


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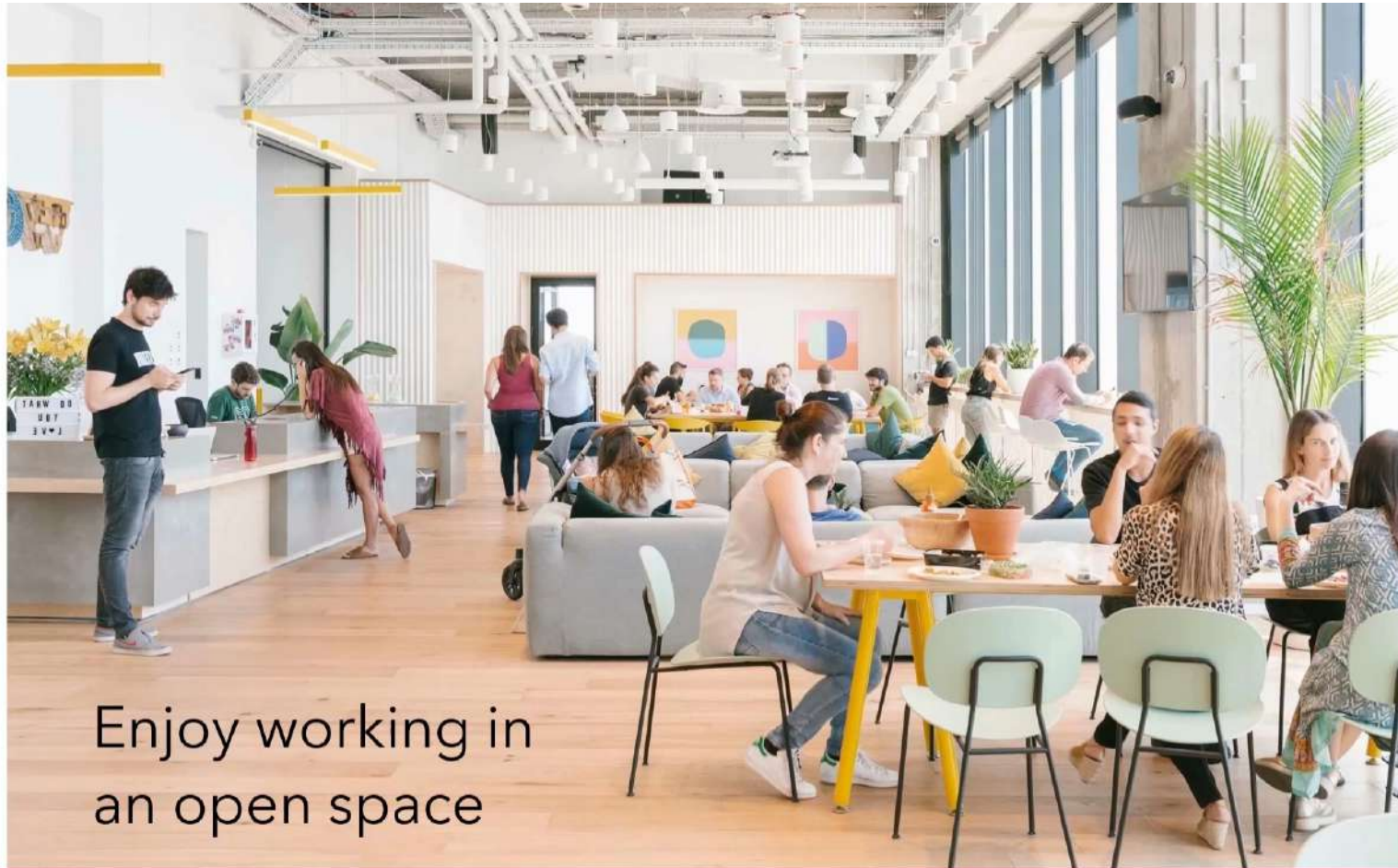
Celebrate
birthdays and
anniversaries



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Schedules to meet you



Enjoy working in
an open space

Freedom to
disagree with
superiors



Involvement in decision-making



Open to
challenges
at work

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Opportunity to travel

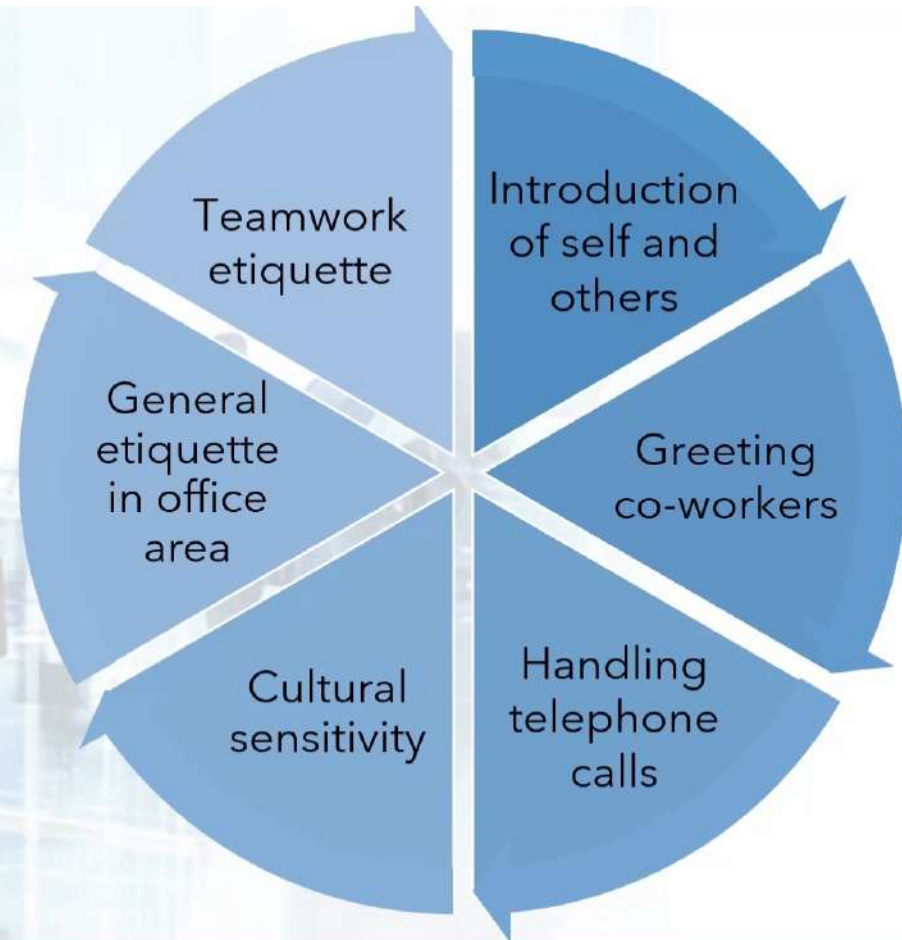
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Business etiquette

- The customary code of polite behaviour in an organization
- Ignoring basic courtesy and etiquette can leave you labelled as rude, arrogant or simply headstrong.



Etiquette rules



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Introduction of self



- Say it slowly and distinctly
- Say full name and designation
- Be courteous to repeat your name
- Extend your right hand for a firm handshake
- Exchange business cards, if available
- Look in the eye

Introducing others

- Learn the person's name and position
- Introduce the person with the junior position



To sum up

- Understanding corporate culture is imperative to choose the right job.
- Business etiquette helps one to get along easily with others.
- The way you introduce yourself to others or introduce others to a group of people communicate self-confidence.





Importance of English in Business Communication

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Learning Objectives

- Understand the importance of communicating in English
- Understand the relevance of English in business communication



Importance of communicating in English

- English is the lingua-franca in today's technology-driven world.

A hand holding a small, rectangular, light-brown card with the text "Do You Speak English?" written on it. The card is held in front of a faint, stylized world map background. The text "Do You Speak" is in black, and "English?" is in red. The hand is wearing a dark suit sleeve.

Do You Speak
English ?

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- Companies recruit people with good command over English.
- Companies conduct training sessions on communication skills.
- Business world requires communication of various forms
- Business communication varies greatly from general day to day communication



Formal conversations in a professional space

Photo courtesy www.pexels.com



Personal conversations in a professional space

Photo courtesy www.pexels.com

English language helps...

- World Wide Web has made English the most widely used language over the internet.



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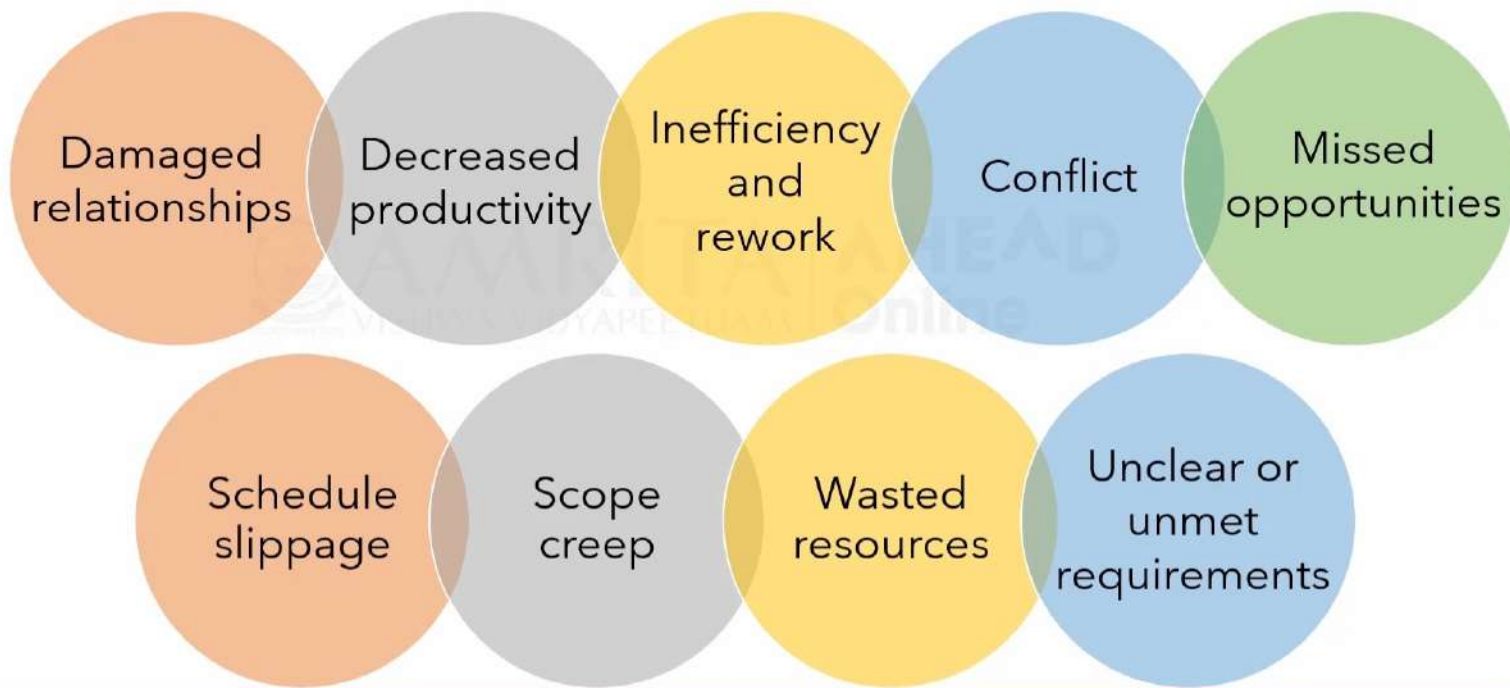
Relationships



- Proficiency in English influences relationships
- Can express oneself with clarity
- Earn a good reputation

Photo courtesy www.pexels.com

Language can be an obstacle to communication



To sum up

- English proficiency is important in business communication.
- Organizational progress largely depends on the effectiveness of communication.
- It is important to recognize the ways by which the language can lead to miscommunication.

