

# Business communication

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# Introduction to business communication

The real job of a leader is  
to communicate

- A peep into the topic
- an insight:
- a primary perspective
- a general understanding
- a gateway to business communication
- an initial imperatives of business communication and so on..

# Etymology

Latin communicate- communicatio -  
communication(Eng)

# Definition

- Communication is the transfer of information from a sender to a receiver, with the information being understood by the receiver”. — Koontz and Weihrich
- “Communication is the art of developing and attaining understanding between people. It is the process of exchanging information and feelings between two or more people and it is essential to effective management.” — Terry and Franklin

contd

# Definition

- “Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.” — Allen Louis

“Communication is the process by which people attempt to share meaning via the transmission of symbolic messages.” — Stoner and Wankel.

## Essentials of business communication: (ingredients)

- - content
- connect
- clarity
- conviction

# Road to effective communication

- - to listen
  - to learn
  - to dwell upon
  - to participate
  - to develop

# Building blocks for good communication

- - relevant words
- effective words
- simple words
- more words
- and still more words



# Characteristics good communication

- - concerted
- crisp
- candid
- courteous

# characteristics or features of communication

Co-operative

process

Continuous

process

Two-way

process

Flow of

information

Pervasive

function

Circular process

Flows in all directions

Influencing human behaviour

Conveying a message

Establishing interpersonal

relations

# Retrieve, Reflect, Review, Respond

- “Wise men speak because they have something to say; fools because they have to say something.”  
- Plato
- In communication it is more important to hear what is not said

# Meaning of business communication

- Business communication refers to the exchange of ideas, feelings, emotions, knowledge and information between two or more persons. It is an attempt to establish an accurate understanding between the persons. An act desired to exchange information.

# Importance of business communication

- Facilitates sound planning
- Facilitates organising functions
- Facilitates co-ordination
- Facilitates decision-making
- Creates inter-personal

# IMPORTANCE OF BUSINESS COMMUNICATION

- Facilitates directing functions  
Facilitates controlling functions  
Improves public relations  
Helps to cope with the environment  
Helps in conducting global economic operations  
Increases managerial efficiency

# Process of business communication/Elements of communication:

Business communication process is made up of identifiable links forming a chain.

THIS CHAIN INCLUDES the following:

Sender

Message

Encoding

Receiver

Decoding

# Models of Business Communication

Communication models are structured representations of the process of communication the way it works in reality. It shows the metamorphosis of communication through symbols and channels.

There are three general types of



# LINEAR Model of Communication

Linear model of communication is a simple one way communication model. The message flows in a straight line from sender to the receiver.

There is no concept of feedback. The only task that a receiver does here is to receive the message. Different models that follow linear model

# TRANSACTIONAL MODEL OF COMMUNICATION

In transactional model, senders and receivers both are known as communicators and both play equally important role in communication.

Transactional model relates communication with social reality, cultural up-bringing and relational context (relationships). Non-verbal

# Interactive Model of Communication

Interactive model or convergence model is similar to transactional model as they are both two way communication model.

But, interactive model is mostly used for new media like internet.

Here, people can

# Types of Business

## Communication/Information order

- Business communication is situation specific
- Business communication is environment specific
- Business communication is individual specific

Each piece of information has distinct characteristics. A deep focus shot view unfolds interesting facts and brief features of these: