

## MBA PU Business communications: unit I

### Unit I

Communication is the real work of leaders..

1. Etymology: Latin communicate- communicatio - communication (English)

2. 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

"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.

3. Introduction to business communication:

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

a. Essentials of business communication: (ingredients)

- content
- connect
- clarity
- conviction

b. Road to effective communication:

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

c. Building blocks for good communication:

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

d. Hallmark of 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