

RNB GLOBAL UNIVERSITY

COURSE NAME : BUSINESS COMMUNICATION

TOPIC : NATURE AND IMPORTANCE OF BUSINESS COMMUNICATION



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CONTENT

- MEANING OF BUSINESS COMMUNICATION
- NATURE
- PROCESS
- IMPORTANCE
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BUSINESS COMMUNICATION IS:

- **Communication** is the flow of information and understanding from one person to another at the same level or at different levels. It is a process which enables management to allocate and supervise the work of the employees.
- **Business communication** is communication that promotes a product, service, marketing, or organization; relays information within a business; or functions as an official statement from a company.
- **Two-way process** of reaching mutual understanding, in which participants not only exchange (encode-decode) information but also create and share meaning.



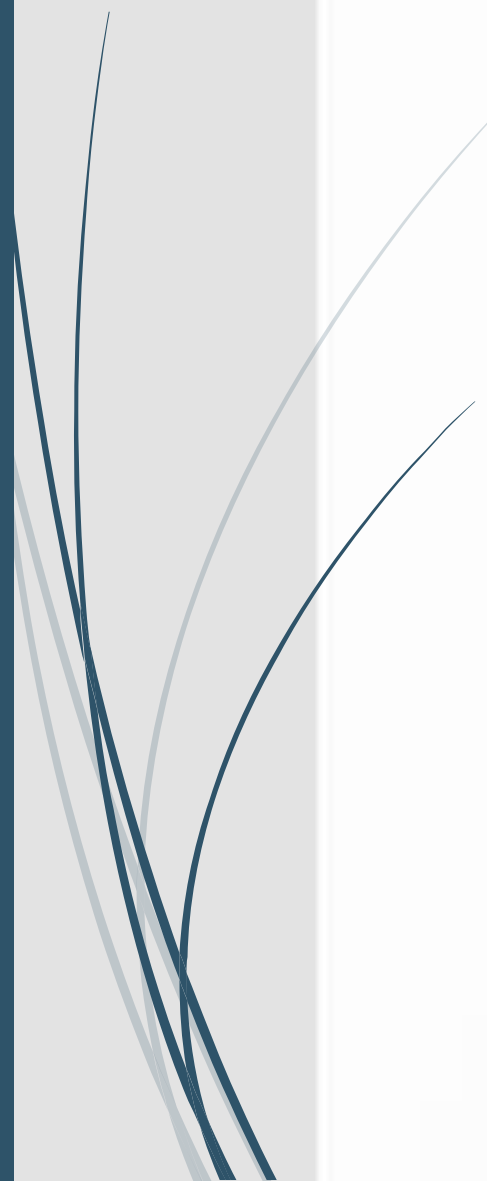
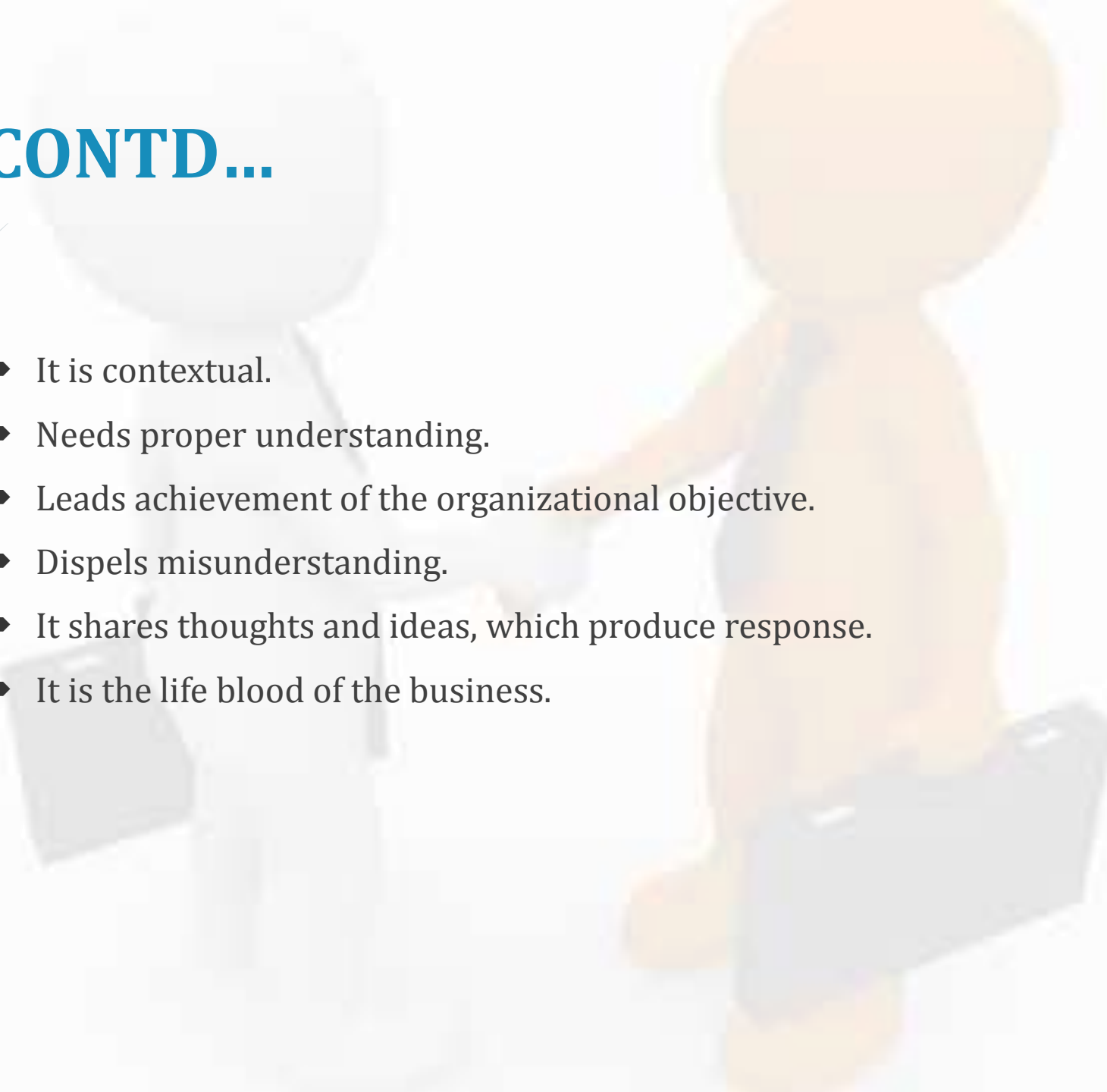
NATURE OF BUSINESS COMMUNICATION

- It is a process.
- It is inevitable.
- Meaning based.
- Communication could be intentional and unintentional.
- Communication is systematic.
- A two-way traffic.
- Communication is a social process.
- A dynamic process.
- Continuous process.
- It is spiraling process.

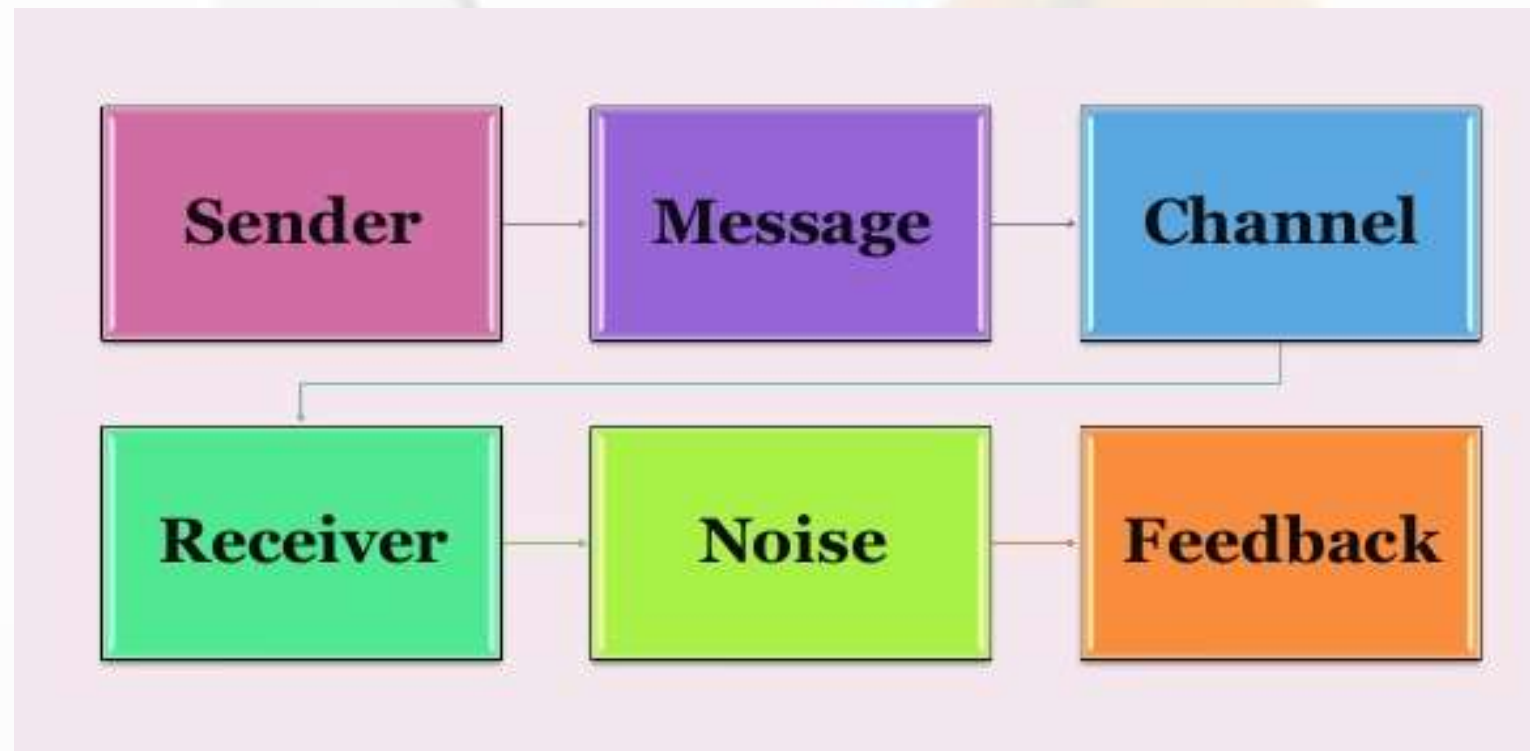




CONTD...

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- It is contextual.
 - Needs proper understanding.
 - Leads achievement of the organizational objective.
 - Dispels misunderstanding.
 - It shares thoughts and ideas, which produce response.
 - It is the life blood of the business.
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PROCESS OF BUSINESS COMMUNICATION



IMPORTANCE OF BUSINESS COMMUNICATION

- It brings people closer.
- It saves time in any formal set up.
- It breaks the barrier between individuals / groups.
- It results in common understanding of any idea/ thought.
- It adds to the knowledge base.
- It removes many misunderstanding & misconceptions.
- It can influence the actions of people.
- It can change the attitude of people.



CONCLUSION

Overall business communication is helpful in information sharing from one person to another by a proper media.

And the information can be :

- Changes and development in the organization.
- Special rewards and awards.
- Settlements with the union.
- Major changes in the organization.



THANK YOU

