

COMMUNICATION FOR BUSINESS

Mrs. M.JASMINE FAIROSE, MBA., M.Phil.,
ASSISTANT PROFESSOR OF COMMERCE,
JAMAL MOHAMED COLLEGE - TRICHY.

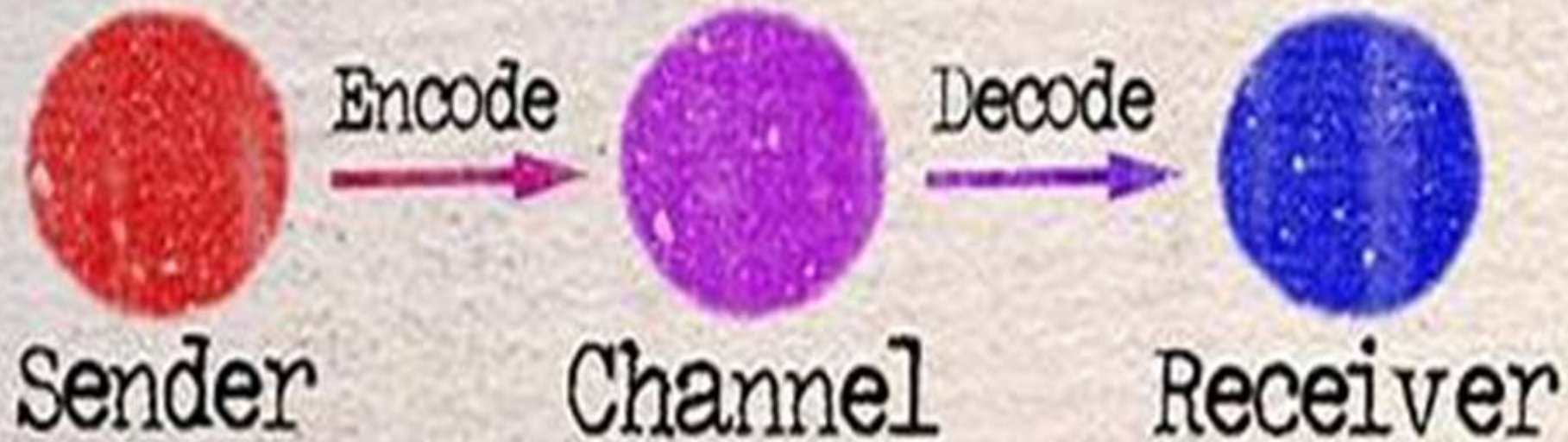
COMMUNICATION ?????





“Communication is a process of transferring information from one entity to another” - Wikipedia

A Communication Model





What is Business communication??



BUSINESS COMMUNICATION

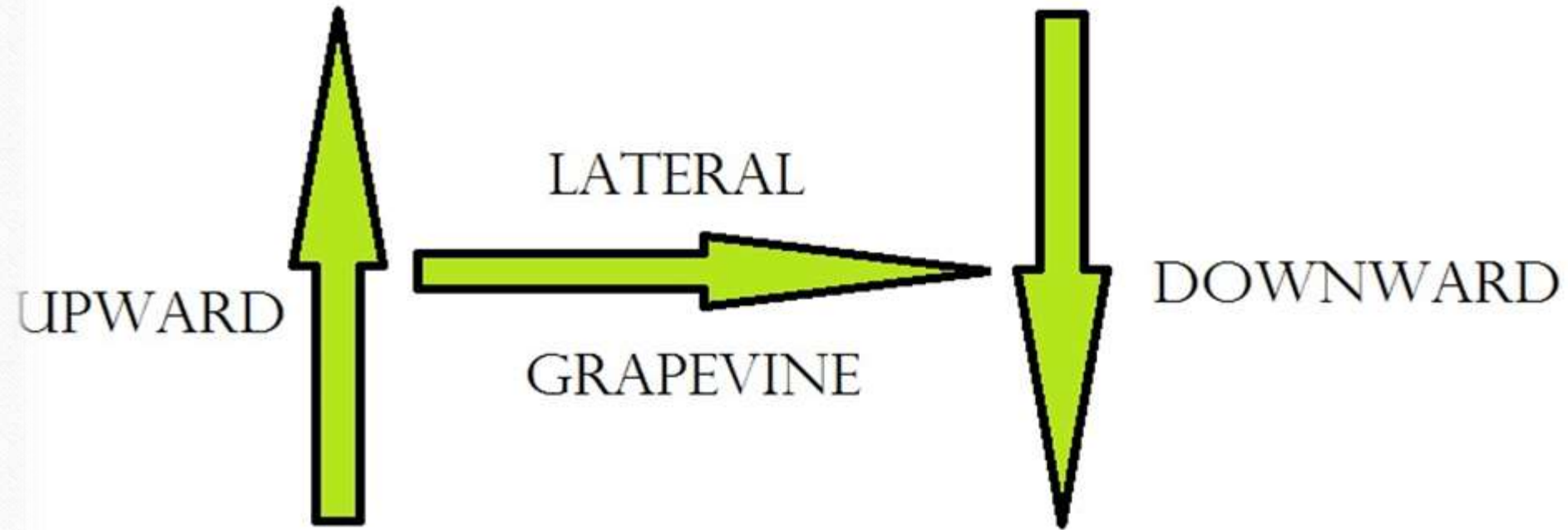


- ❖ **Business communication** is the sharing of information between people in the organization.
- ❖ Performed for the commercial benefit of the organization.
- ❖ Relaying of information within a **business** by its people.

Communication Flows in an Organization

- Downward
- Upward
- Lateral
- Diagonal
- External





Horizontal communication

A large orange arrow pointing to the right, indicating horizontal communication across the organization.

Downwards communications

A large orange arrow pointing downwards, indicating communication from higher levels to lower levels.

Upwards communication

A large orange arrow pointing upwards, indicating communication from lower levels to higher levels.



THE IMPORTANCE OF EFFECTIVE BUSINESS COMMUNICATION

Newton Consulting India

The Importance of Communication in Business

Importance of Communication in Business

1. Social Communication
2. Development of Managerial Efficiency
3. Achievement of Targets
4. Co-ordination
5. Linking between Central and Branch Offices
6. Preparing and Execution of Plans
7. Making Decision
8. Mutual Understanding and Co-operation
9. Raising Employee Morale
10. Publicizing Goods and Services
11. Exchange of Information
12. Elimination of Rumors

Communication in Business



