



Class: TY BSc

Subject : Business Communication

Subject Code : PUSASQF 501

Chapter: Unit 1 - Chapter 1

Chapter Name: Introduction to Business Communication

Today's Agenda

Introduction to Business Communication

1. What is Communication?
2. What is Business Communication?
3. Importance and role of Business Communication
4. How to introduce yourself ?
5. Purpose of communication
6. The communication situation
7. The communication process / cycle

1.1 What is Communication ?



Communication may be defined as interchange of thought or information between two or more persons to bring about mutual understanding and desired action.



- **Impart**
- **Participate**
- **Share**
- **Make common**

1.2 What is Business Communication ?



Business communication is the process of sharing information between people within and outside a company.

- Effective business communication is how employees and management interact to reach organizational goals. It's purpose is to improve organizational practices and reduce errors.

What is the difference between business communication and social communication ?

- Formality
- Format
- Scope – Objective / Subjective
- Speed
- Hierarchy
- Polish

1.3 Importance & role of Business Communication



Communication is the life blood of the business.

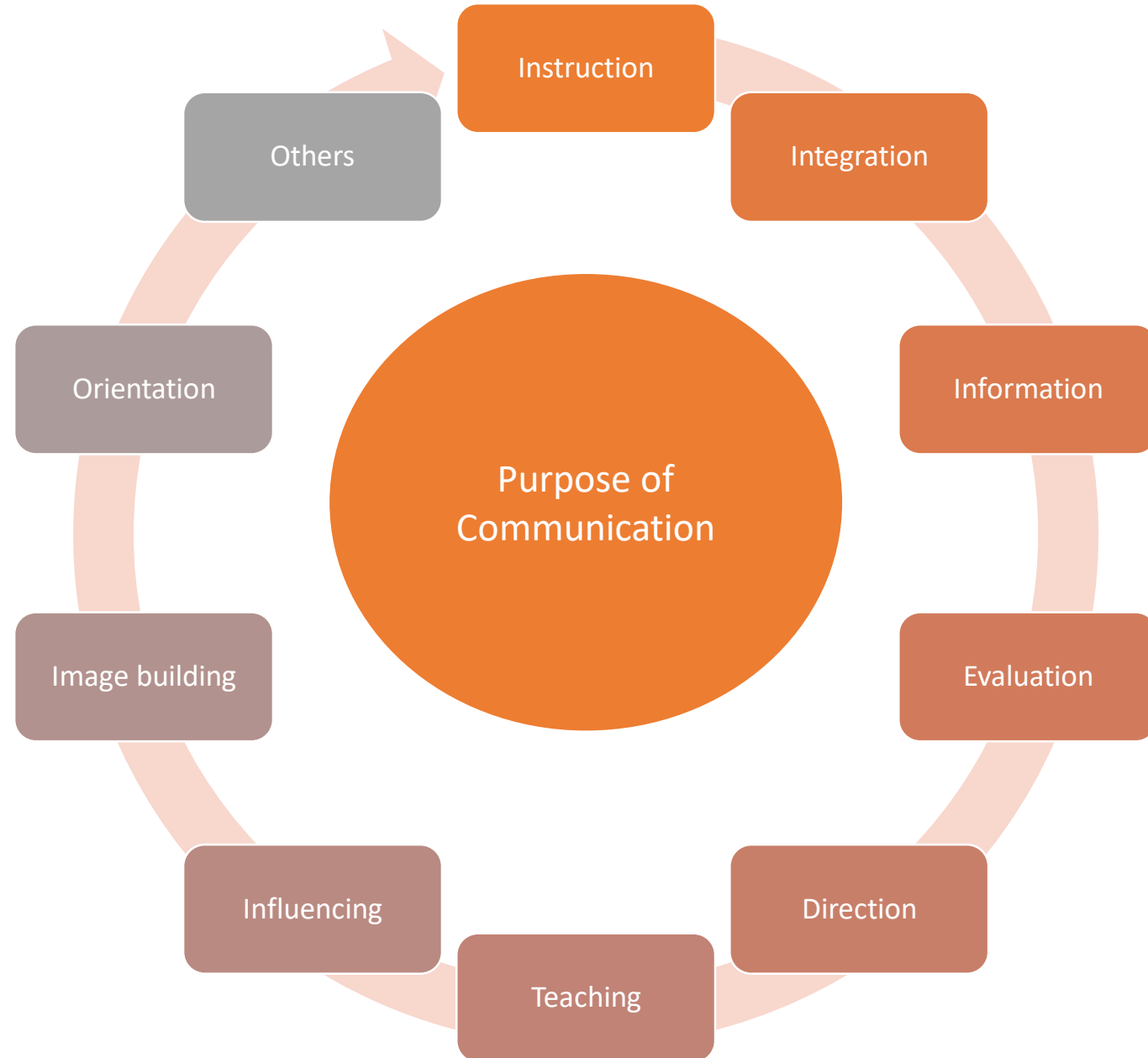
- Used for various official purposes
- Success of the organization
- Maintaining effective communication
- Serious mistakes and basic problems
- Internal communication
- External communication

1.4 How to introduce yourself?

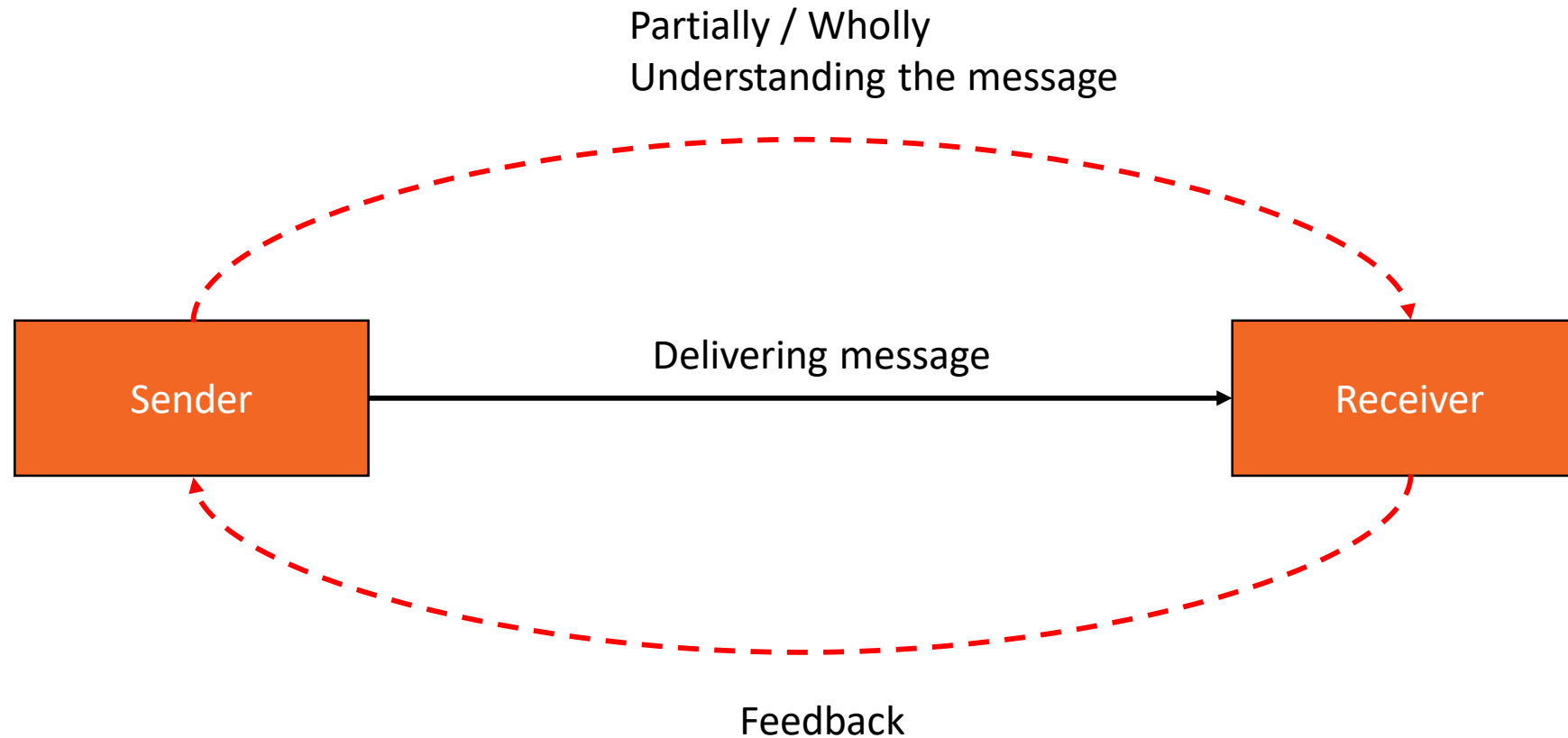


1.5

Purpose of Communication



1.6 Communication situation



1.7 Communication Process

