

Business communication is the process of sharing information within an organisation and with external parties to achieve business goals effectively. It facilitates expressing ideas, making plans, executing decisions, reaching agreements, handling orders, making sales, conducting meetings, and maintaining feedback with employees and customers, which is crucial for organisational success.

Importance and Objectives

- Business communication is essential to hold various aspects of a business together.
- Objectives include presenting new business ideas, making plans and proposals, executing decisions, reaching agreements, successful selling, effective meetings, and providing feedback.
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Types of Business Communication

1. Organisational Structure: Formal communication: Structured, work-related discussions (e.g., scheduled meetings). Informal communication: Casual conversations possibly unrelated to work.
2. Direction of Communication:
3. Downward: From top management to employees (e.g., policy announcements).
4. Upward: From employees to higher management (e.g. feedback and suggestions).
5. Horizontal: Between coworkers at the same level for coordination.
6. External. With customers, suppliers, partners, and stakeholders.

Mode of Expression:

- Oral communication: Spoken words (meetings, video calls).
- Written communication: Emails, reports, notes.

Functions and Roles

- Facilitates decision making and task execution.
- Supports feedback exchange which enhances employee performance and customer service.
- Builds social connections and motivates employees.
- Helps in negotiation and persuasion in client interactions.

Methods of Business Communication

- Digital communication (email, instant messaging)
- Telephone and video conferencing
- In-person meetings
- Official reports and documentation
- Presentations and discussion boards
- Surveys and customer relationship management.

Barriers in Business Communication

- Language barriers including cultural and dialect differences.
- Intercultural communication challenges due to diverse backgrounds.
- Environmental factors such as noise, space, and timing constraints.

Effective business communication is fundamental for organisational efficiency, employee collaboration, and maintaining positive external relations. It integrates various departments, supports decision-making, and enhances the company's public image and branding.

This summary provides a comprehensive note on business communication covering its definition, importance, types, roles, methods, and challenges, applicable across diverse business contexts.