



**DEPARTMENT OF BUSINESS MANAGEMENT
SCHOOL OF COMMERCE AND MANAGEMENT
Dr. Hari Singh Gour Central University, Sagar – 470 003 (M.P.)**



New Building, Near Nepal Palace, Sagar – 470 003 (M.P.) INDIA
Ph. : +91-7582 [O] 264504, [R] 222174, Visit us at : www.fmssu.com, email: journal.fms@gmail.com

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Notice

BBA Fourth, Fifth and MBA Third Semester

**Lecture on “Business Communication” by Mr. Shrikant Rayadurgam, of
Sapling Eduventure, Indore (M.P.)**

Date 24.10.2018

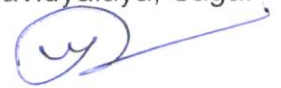
Time 11:00 AM

**Venue
Seminar Hall of the Department**


Prof. Y.S. Thakur
Head

Department of Business Management,
Dr. Harisingh Gour Vishwavidyalaya, Sagar

विभागाध्यक्ष
व्यवसाय प्रबंध विभाग
डॉ. हरीसिंह गौर विश्वविद्यालय, सागर (म.प्र.)



One Day Seminar on Business Communication

Name of the Event – Seminar on Business Communication

Date – 24/10/2018

Venue – Department of Business Management Seminar Hall

Number of attendees – 109 (MBA & BBA students)

Honourable Speaker – Mr. Shrikant Rayadurgam (Sapling Eduventure, Indore M.P.)

Mr. Shrikant Rayadurgam (Sapling Eduventure, Indore M.P.) presented a seminar on Business Communication on October 24th, 2018 at the department of business management seminar hall. The goal of the seminar was to familiarize attendees with the necessity of information sharing, since it is said that a good idea that is not adequately expressed is worthless. During the seminar, attendees contributed their views, opinions, and suggestions concerning the primary topic, as well as their knowledge. He highlighted the following points, which are listed below,

Meaning of Business Communication - Business communication is the process of sharing information between people within the workplace and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors. It's important to work on both your communication skills and communication processes to achieve effective business communication.

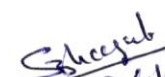
Why do we need Business Communication - Strong communication strategy in a company will likely result in higher employee engagement, and companies with connected employees in the workplace have seen a spike in productivity of up to 25%. Companies with an engaged workforce see a 19.2% growth in operating income over a 12-month period. Those with low engagement scores earn 32.7% less.

7 Principles of business Communication - There are 7 principles of communication which has to be present in the process of information sharing or communication i.e., clarity, conciseness, objectivity, relevancy, consistency, completeness and most important audience knowledge. These principles work as a piler for any communication they provide means for effective communication no matter in which language we are communication we should consider above mentioned points.

Problems that can affect business communication - There are number of problems that can affect business communication negatively some of these are e-mail overload, lack of everyday productivity and clarity, horizontal and vertical communication silos, poor communication with remote employees, High employee turnover, low engagement etc.

Broad steps of business communication - Audit your current state of business communication and set goals, identify core groups and their relationship with each other, Define method of communication, chose the right tool for communication, Document the process.




26/10/18
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श्रीसिंह गौर विश्वविद्यालय, सागर (म.प्र.)