

IMPORTANCE OF COMMUNICATION IN BUSINESS ADMINISTRATION

Article Particulars

Received: 7.12.2017

Accepted: 13.12.2017

Published: 23.12.2017

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Abstract

This paper explores the importance of Communication in Business Administration, investigates managerial perspectives and in-depth, face-to-face qualitative interviews were employed. In the managers' point of view, Communication is very important for their businesses, especially for communication with customers, other companies and suppliers. Problems in few companies might happen because of the differences between customers. The problems also come from both senders and receivers who lack knowledge of language. The informants stated that organizations should invite professional trainers to help improve Communication skills in vocabulary and conversation in particular. Communication is an aid used in everyday life is it personal or business. In the business world, good communication is important for the daily operation of the company, but can also affect sales and profitability. Without good business communication, the internal and external structure of a business can face numerous challenges that can ultimately lead to its demise

Keywords: *Communication, Business administration, Managerial perspectives, Communication in Management.*

Communication is the life giving source of every business in the world. All the transactions, relationships sharing of information related to business find way through communication. One should have a clear insight of the various scope of Business Communication to have a continuous success in business.

The word communication has its origin from the Latin word 'communis' and it has many dimensions. Communication is the broad field of human interchange of facts and opinions says Redfield. Communication is the transmission of ideas, emotions, skills etc., The act or process of transformation is called communication. (Berelso & Steiner).

The world of communication is a complex, expansive and evolving world. Communication is a continuous process, in which the sender/encoder conveys verbal or non-verbal messages through some medium to the recipient/decoder. It is essential that the recipient interprets the message as it was intended by the sender. Feedback, or the response of the recipient, is an integral part of the communication process as it shows whether the message was understood in the right way, or ultimately whether the

communication was effective. The scope of communication presumes a prevalent quality in the contemporary world and defies description as it constantly reaches out and assumes new meanings. Communication is a way of life. It is communication that makes the world going. It is the blood and heart of any group or organization. The communication process contains men, women and children as a group or as individuals or, society or community or organization.

Communication is not only connected to human beings but also other living beings. It helps the people to maintain relationship among them. It ensures people belonging to a particular country or a particular linguistic group to relate with the people belonging to other countries or linguistic groups. Development of varied and advanced means of communication over a period of time has brought people in the world closer and enabled fast and effective transmission of thoughts and ideas.

Communication adds meaning to human life. It helps to build relationships and nurtures love and understanding. There are various tools of communication like newspaper, books; letters, TV, mobile etc.,

As human beings, we are expected to interact with fellow people constantly. The need for communication arises from their aspirations to express themselves in a meaningful manner. As a member of a work team in a organization, he or she needs to communicate with others. Communication developed further as the human being progressed. The emergence of new media has added new dimension to the world of communication. The objectives and functions of communication are interrelated. Communication takes place within the family, class room; public place etc., the purpose of communication depends upon the group using it.

Communication is goal oriented. The dominant objective of communication would be to inform, connect educate, entertain, motivate, provoke, integrate, reassure and persuade. Communication is a process common to every business. Business organizations set its goals and objectives in relation to the specific needs it aims to fulfill.

Every organization uses resources, including human resources effectively and it aims at specific clients and markets. Businesses are the alliances of people for certain purposes. It has its own people within and it addresses the people who are the customers of the organization. The functions and activities of organization need people within it and outside it in order to perform and to interact, reach, share and exchange among each other in an effective manner. Communication helps to get across and achieve the result. Business organizations are always multi disciplinary in nature. Larger organizations are tamed as groups or networks of interdependent relationships. Communication is necessary among these networks to serve and fulfill its objectives. It is very important to motivate, educate, train, inform integrate, relate, promote, entertain and to enable decision making. Motivation is the basic and important aspect of communication in which people in the business organization are motivated to reach the goals and ensure a high level of production and attain sustainable basis talks, lectures,

films, workshop, meetings and non verbal messages are the means of communication to motivate the people in the concern. Communication in an organization is to educate the workers with knowledge and develop their skills and build up their attitudes through product literature, publicity, presentations and demonstrations.

In any Business organization it is highly essential to conduct training programme to the people of various network to achieve perfection proficiency in the attained skills. Theoretical knowledge is not sufficient, So practical working experience through practical trainings is very much significant at various levels. It can be done through teaching instruction demonstration and practice.

Communication brings power through information. The promulgation of information is powerful one and also the first and foremost aim of communication the propagation of ideas should have a wide range of areas people in the organization should be kept informed about the organization goals, procedures, systems, processes, plans, strategies and preferences. Likewise the communication with the external people is (consumers) about the products, supplies, plans, happenings, events and the achievements of the organization is necessary.

Large business organization has multiple networks units, departments to work on various levels with many goals and sub- goals. Such networks should be integrated into well formed teams to achieve the objectives as preplanned. Communication brings people together to work and strive towards a common goal that help in the development of organization.

Relationship between two business organizations is very important for the further achievement of any organization and to nurture that relationship communication is important. The relationship may be between the employees, customer managements, suppliers and other media. A developing organization knows how to relate themselves with the community at a larger level. A well organized communication strategy is important.

Promotion department is the most significant part of an organization which relates itself with activities like advertisement, publicity, public relations & communication. The aim of the department is at informing and educating the customers in a crystal clear manner. Promotional aspects are very much familiar in service industry like bank or insurance company. Communication is the basement on which promotional strategies are built.

Humor plays a vital role in nurturing positive energy in basic organization. No business will be or serious business all the time there will be a time for entertainment. It is communication that fosters entertainment. Decision making is the important function for any business organization. A businessman should have good decision making power well thought decisions in a quick manner will lead to better results in any business organization. Decision making includes the functional areas that are marketing, accounts, production and maintenance people in various networks decisions at various

hierarchical levels. There are also higher level decision makings at the superior level. It needs adequate inputs on time from the various networks of the same business organization. It calls for facts, figures, analysis classifications, confirmations and evaluation. Communication boots decisions- making in any business organization.

Conclusion

Hence one cannot overlook the importance of communication. The success goodwill and progress of any organization largely depends upon the communication system. Communication is the mouthpiece of an organization. The role of communication becomes more critical as the organization grows in size, complexity and sophistication.

“Effective Business Communication is the life blood of every organization.”

- (H.A. Murphy)

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