



DEPARTMENT OF ENGLISH

Name of the Event: **Guest Lecture cum Interactive Workshop**

Topic: **“Business Communication”**

Date : **12th September, 2022**

Resource person: **Ms.G.Soni**, Head, Department of English, Government Degree College, Ravulapalem,
Dr.B.R.Ambedkar Konaseema District

Report on Guest lecture

The Department of English arranged a Guest Lecture cum Interactive Workshop on **“Business Communication”** by Ms.G.Soni, Head, Department of English, Government Degree College, Ravulapalem, Dr.B.R.Ambedkar Konaseema District on 12th September, 2022.

Objective

Business communication refers to exchanging information, knowledge, ideas, thoughts and messages between individuals or groups within or between organizations. The objective of this Guest lecture cum Interactive workshop is to create awareness on business communication. Business Communication is to convey information effectively and efficiently to achieve the goals and objectives of the organization. Effective business communication helps to build and maintain relationships, facilitate decision-making and promote understanding among employees, customers, suppliers and other stakeholders. It enables organizations to share information, coordinate activities and achieve common goals.

Notes on lecture

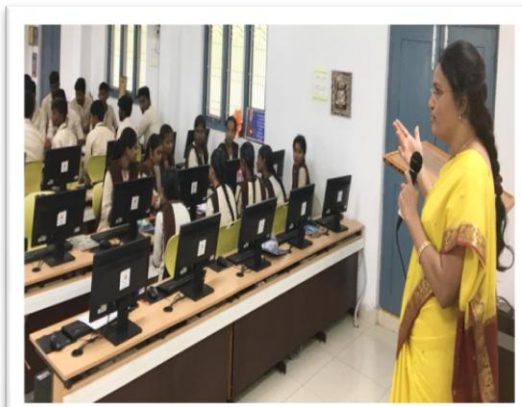
The way we communicate with others is such a habitual part of us that we rarely stop and think about it. This translates into business communication too. Organizations, after all, aren't faceless entities, but groups of real people. Effective communication affects processes, efficiency, and every layer of a company. In this guide, we'll cover all you need to know to set up a successful business communication process.

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.

Outcome

Learners are well aware of

- Write effective business writing.
- Effective business communications.
- research approaches and information collection.
- developing and delivering effective presentations.
- effective interpersonal communications.
- good time management.
- effective problem solving.



B. Paul
Head,
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