



Syllabus of Module

6. Communication Skills

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Module Annotation

Communication, as a management function is the process of creating, communicating and interpreting ideas, facts, opinions and feelings about work performance, organisational effectiveness and efficiency as well as goals attainment in organisation. A manager must be an effective communicator and no organization can succeed or progress, build up reputation without effective communication skills. Poor communication system may result in mismanagement and bad business results. Our aim was in this paper to show that the success of any business lies in effective communication and that the effective communication is essential for the survival and progress of a business concern. We also pointed out that communication skills need to be developed on an ongoing basis and especially in a turbulent business environment.

Module Objective

The aim of this module is to teach students proper managerial communication, which is an important point in any job position.

Literature

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