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Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is the essence of management.

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Business Communication for Success (BCS) provides a comprehensive, integrated approach to the study and application of written and oral business communication to serve both student and professor.

This text was adapted by The Saylor Foundation under a

INTRODUCTION TO COMMUNICATION ... The main objective of this lesson is to make the students learn on the subject matter of the business communication vis-Ã -vis its nature and importance. Structure 1.1 Introduction 1.2 The Concept of Communication 1.3 Significance of Communication 1.4 Nature of Business Communications: A Case Study 1.5 Summary ...

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