

REPORT

On

Business Communication Skills

QIS College of Engineering and Technology has organized entrepreneurship development program for CSE, ECE and CE students

Date: 24 April 2019

Session Details

Smt. P.Vidyavathy, Professor has welcomed all the dignitaries and delegates. In his welcome speech, he highlighted the importance and objectives of organizing this entrepreneurship and skill development program. Dr. G.Srinivasa Rao, Professor & Head introduced the guest speaker S.Varadharajan, Senior Manager, Lucas TVS Limited, Chennai and K.Subramani, Professor, SRM Institute of Science and Technology, Chennai

S.Varadharajan has delivered about the communication with customers can be winning business strategy in the service sector. Repeating business can only ensure his customer keep coming back. Example of the communication process are (Transmitter – Message – Receiver).Further he stated that the basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication. He continued his talk about concepts and process, communication and its impotances, types of communication with its barriers, how to overcome the barriers. Besides he extended his speech about power of listening, organization listening, communication ethics.

K.Subramani has spoken about to applying the definition of communication to this process, the role of the transmitter is to impart information, ideas, or feeling to another person. Also he said that an encoding is the process by which information is organized into symbols, such as word, picture or gestures that can be conveyed to receiver. Besides he covered the areas such as Communication meaning, written communication, process of communication, one-way/ two-way and verba/ non-verba, mass communication, language skills listening, speaking, writing and body language. At the end, the session was concluded with a vote of thanks given by Dr. S.Suresh Kumar, Head- EDC.



Program Outcome

Students understood the importance of good communication skills are essential in their life to allow others and themselves to understand information more accurately and quickly. In contrast, poor communication skills lead to frequent misunderstanding and frustration in their life.