

**BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY)
INSTITUTE OF MANAGEMENT, KOLHAPUR.**

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A Report of Workshop on Effective Communication for Management Students

Workshop Topic : Effective Communication for Management Students

Resource Person : Mrs Gauri Mathapati

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In the Workshop Resource Person has started with meaning of Effective Communication , It is the process of exchanging ideas, thoughts, opinions, knowledge, and data so that the message is received and understood with clarity and purpose. When we communicate effectively, both the sender and receiver feel satisfied.

Resource Person has focused on Effective Communication is significant for managers in the organizations so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling. Communication helps managers to perform their jobs and responsibilities. Communication serves as a foundation for planning. Effective communication is vital for any business professional. Effective communication skills not only help to share ideas with others but they also foster good relationships among employees

Communication, like any other skill, is one you can improve upon with practice. Resource Person has given some tips or ideas to improve communication skills.

For the success of a student's future career, communication skills are indispensable. There is a demand for communication skills in today's competitive world of business and it is considered as the most sought-after quality of an educated person. The three most important communication

skills for students are reading, writing and listening carefully. People take them for granted as these skills like most of the communication skills sounds too familiar. As regards reading and writing, the only thing that one needs to tackle is to adapt with one's concentration and increasing age. With these two characteristics, it is possible to develop writing skills, oral communication skills and reading.

Besides reading and writing presentations, speeches and reports are a part of curriculum in schools. For the overall development of students these activities have been introduced in schools and colleges. This makes managing skills and expressive skills also salient for a student. Attention needs to be given to the fact that students do not feel confident to make speeches and presentations. After comprehending the vitality of these skills in modern day life, many good schools have made it a part of their regular curriculum. The seven C's of communication is a list of principles for written and spoken communications to ensure that they are effective. The seven C's are: clear, correct, complete, concrete, concise, considered and courteous