

Abstract:

Improving Business Communication in the Field of Management in Education

Research Question (RQ): The topic area of this research study is to improve the quality of business communication in education.

Purpose: This article presents a framework of procedures to improve business communication in a public institution in the field of education and its aim is to involve all fields of management. The added value relates to the field of business communication inside and outside a public institution. The focus of this research is based on the administrative management of the institution in relation to business communication and quality management with an emphasis on preparing the documentation to comply with the quality management system ISO 9001:2008.

Method: Interview.

Results: All employees whose work is related to administrative management of the institution will be considered as indicators to improve the quality management, communication excellence and ethical principles and are going to be informed in written form. The results of this research study will be evaluated at least once a year. The findings indicate a willingness to engage employees to improve the current state of business communication.

Organization: The institute carries out business communication among all employees involved in the implementation of basic education activities within the institution but also externally. Employees are aware that the equality of business communication is the basis for communication both in the business world, the workplace, at home, and abroad.

Society: To ensure users satisfaction of the education services provided by the public education institution, it is necessary to create a user-friendly environment in business communication, which is trusted by users. Business excellence, good communication, and values will convince society to look at the institution as competitive, devoted to ethical values and professional work.

Originality: The research is based on personal experience within the workplace and is currently limited to one public institution.

Limitations/Future Research: The research is limited to five respondents. To achieve better efficiency the interview is repeated after one year during which the ideas are implemented into practice.

Keywords: improvement, business communication, communication process, documentation, quality, education, institute, quality management, system.