

**Business Communication  
Business Communication Skills**

**Semester III**

**Subject Code: C31606**

**Lectures: 60**

**Objectives:**

- To enable the students to get a clear understanding of the basic concepts of communication
- To acquaint the students with practical application of communication skills
- To give basic insight of business etiquette followed by the corporate companies

**Unit 1: Fundamentals of Communication**

**12**

- Business Communication
  - Meaning, Definition, Importance
  - Communication Process
  - Elements of Communication
  - Principles of Effective Communication
  - Barriers to Communication
  - Overcoming Barriers
- Computer Mediated Communication
  - Meaning
  - Video-conferencing
  - CMC Language
  - Social Networking

**Unit 2: Media of Communication**

**16**

- Verbal Communication
- Oral Communication
  - Meaning
  - Types: Tele-conferencing, Interview, Group Discussion, Presentation, Meetings
  - Merits and Demerits
- Written Communication
  - Meaning
  - Types: Email Writing, Short Messaging Service, Minutes, Blog Writing
  - Merits and Demerits
- Nonverbal Communication
  - Meaning
  - Types
- Formal Communication
  - Meaning
  - Downward Communication
  - Upward Communication



- Horizontal Communication
- Diagonal Communication
- Informal Communication

**Unit 3: Business Correspondence**

10

- Business Letters
  - Meaning
  - Importance
  - Structure of a Business Letter
  - Essential of a good Business Letter
  - Layout of a Business Letter
- Types of Letters
  - Inquiry Letters
  - Order Letters
  - Complaint Letters
  - Circular Letters
  - Memos

**Unit 4: Report Writing**

10

- Report Writing
  - Meaning
  - Importance
  - Essentials of a good report
  - Structure and Content of a good report
  - Report Writing Exercises

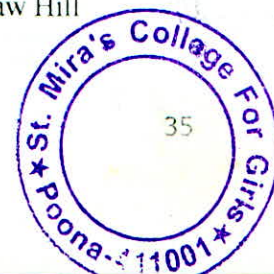
**\*12 Lecture Hours for Assignment and Library work**

**Recommended Text Books:**

3. Business Communication, R.K. Madhukar, Vikas Publishing House Pvt Ltd., New Delhi, 2<sup>nd</sup> Reprint 2009.

**Reference Books:**

1. Business Communication by R.C. Bhatia, 2<sup>nd</sup> Edition 2008, Ane Books Pvt Ltd., New Delhi, ISBN (13) : 978-81-8052-236-9
2. Business Communication by Anjane Sethi, Bhavana Adhikari – Tata McGraw Hill



- Publication , New Delhi, ISBN (13) : 978-0-07-014661-7.
3. Effective Communication by Urmila Rai / S.M. Pai – Himalaya Publishing House, Mumbai.
  4. Communication by C.S. Rayudu, Himalaya Publishing House.
  5. Basic Business Communication: Skills For Empowering the Internet Generation – Tata McGraw Hill Publication, New Delhi, 13<sup>th</sup> Reprint 2008, ISBN (13) : 978-0-07-059975-8
  6. Business Letters for Busy People, Jaico Publishing House, Place, 2010 3<sup>rd</sup> Edition, ISBN 81- 7224-717-6.
  7. Business Correspondence and Report Writing by R.C. Sharma and Krishna Mohan, Tata McGraw Hill Publishing Company Limited.
  8. The AMA Handbook of Business Letters, Jeffrey, L. Seglin & Edward Coleman, American Management Association, 2012, 4<sup>th</sup> Edition, ISBN 978-0-8144-2012.



**Business Communication  
Business Correspondence**

**Semester IV**

**Subject Code: C41606**

**Lectures: 60**

**Objectives:**

- To give them an insight in drafting the Business Letters
- To familiarize the students with the Writing Skills
- To acquaint the students on the importance of Good Listening Skills

**Unit 1: Language Skills**

**12**

- Language Skills
  - Phrases
  - Paragraph Writing
  - Business Idioms
- Fundamental of Grammar
  - Sentence- Meaning
  - Types of Sentences
  - Punctuation
  - Grammar Problems

**Unit 2: Effective Writing Skills**

**12**

- Business Writing
  - Meaning
  - Purpose of Writing
  - Principles of Effective Writing
- Employment Communication
  - Resume Writing
  - Cover Letter
  - Job Application Letter
- Corporate Communication
  - Call Letter
  - Appointment Letter
  - Termination Letter



**Unit 3: Listening Skills**

12

- Listening Skills
  - Meaning
  - Listening Process
  - Levels of Listening: Non Listening, Passive Listening, Active Listening
  - Importance of Listening Skills in Business
  - Ten Commandments to Listening
  - Barriers to Listening
- Types of Listening
  - Discriminative Listening
  - Evaluative Listening
  - Attentive Listening
  - Pretending Listening
  - Selective Listening
  - Intuitive Listening

**Unit 4: Business Etiquette**

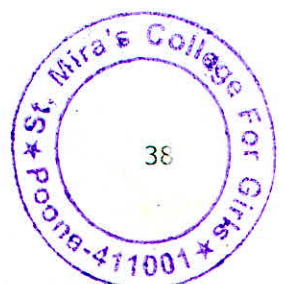
12

- Speech
  - Meaning
  - Techniques of Speech
  - Types
  - Etiquettes of Speech
- Business Etiquette
  - Dressing Up
  - Networking
  - Exchanging Business Cards
  - Shaking Hands
  - Dining Etiquette
  - Electronic Etiquette
  - Elevator Etiquette

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4. Business Communication, R.K. Madhukar, Vikas Publishing House Pvt Ltd., New Delhi, 2<sup>nd</sup> Reprint 2009.



**Reference Books:**

9. Business Letters for Busy People, Jaico Publishing House, Place, 2010 3<sup>rd</sup> Edition, ISBN 81- 7224-717-6.
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11. The AMA Handbook of Business Letters, Jeffrey, L. Seglin & Edward Coleman, American Management Association, 2012, 4<sup>th</sup> Edition, ISBN 978-0-8144-2012.
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16. Business Communication by R.C. Bhatia, 2<sup>nd</sup> Edition 2008, Ane Books Pvt Ltd., New Delhi, ISBN (13) : 978-81-8052-236-9