



BUSINESS COMMUNICATION SKILLS
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[CORE COURSE]

Semester: I	Credits: 3	Subject Code: BC12001	Lectures: 48
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Course Outcomes:

At the end of this course the learner will be able to,

- Identify the importance of Effective Communication.
- Recognize the role of Communication in personal and business world.
- Interpret the systems and methods of Communication and their utility.
- Construct effective business messages and presentations both in internal or external business setups.
- Develop an ability to demonstrate Workplace Etiquettes.

Unit 1: Introduction to Communication	12
<ul style="list-style-type: none"> • Meaning and Definition, Objectives, Importance, Process, Elements • Need for Effective Communication • Principles of Effective Communication • Barriers and Overcoming Barriers to Communication • Role of Corporate Communication • Communication Models- Shannon Weaver Model, Interactive Model, Intermediary Model, Transactional Model 	

Unit 2: Forms & Media of Communication	16
<ul style="list-style-type: none"> • Types of Communication: Verbal and Non-verbal • Verbal Communication <ul style="list-style-type: none"> - Written Communication: <ul style="list-style-type: none"> ○ Meaning, Nature, Scope ○ Principles of Effective Written Communication ○ Advantages and disadvantages - Oral Communication: <ul style="list-style-type: none"> ○ Meaning, Nature, Scope ○ Principles of Effective Oral Communication ○ Advantages and disadvantages ○ Spoken skills, Presentations skills, Public speaking, Speeches, Interview Skills, Group Discussion, Language Skills • Non Verbal Communication: <ul style="list-style-type: none"> ○ Body Language ○ Silence ○ Signs & Symbols • Dimensions of Communication, Grapevine • Media : Teleconferencing, Video Conferencing through various online platform, SMS, MMS, Internet and Social Media Sites 	

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Unit 3: Business Correspondence	10
<ul style="list-style-type: none"> • Business Correspondence : <ul style="list-style-type: none"> ○ Need and functions of Business Correspondence ○ Layout of Letter ○ Fundamentals of Business writing ○ Format of a Business Letter • Types of Business Letters <ul style="list-style-type: none"> ○ Inquiry letter ○ Complaint letter ○ Persuasive letter ○ Proposal Letter • Report Writing <ul style="list-style-type: none"> ○ Concept, Steps and Draft 	

Unit 4: Listening Skills and Etiquettes	10
<ul style="list-style-type: none"> • Listening Skills <ul style="list-style-type: none"> ○ The Art of Listening ○ Importance of Listening ○ Principles of Good Listening ○ Barriers to Listening, Overcoming Barriers ○ Types of Listening ○ Listening situations (examples/case study) • Etiquettes <ul style="list-style-type: none"> ○ Office Etiquettes ○ Dressing Etiquette ○ Lift Etiquettes ○ Networking Etiquettes 	

#12 hours for Library work, assignments, practical or field work

Recommended Text Books:
<ul style="list-style-type: none"> • <i>Business Communication Skills</i>, Thakur Publications, 2019, • Anjani Sethi, Bhavana Adhikari, <i>Business Communication</i>, Tata McGraw-Hill Education 2012 • Nirmal Singh, <i>Business Communication</i>, Deep & Deep Publication, 2006 • Lehman, Dufrene, Sinha, <i>BCOM-A south Asian Perspective</i>, Cengage Learning, 2012

Reference Books:
<ul style="list-style-type: none"> • Meenakshi Raman, Prakash Singh, <i>Business Communication</i>, Oxford New Delhi, 2012 • Homai Pradhan, N.S. Pradhan, <i>Business Communication</i>, Himalaya Publishing House Mumbai, 2013. • R.K. Madhukar, <i>Business Communication</i>, Vikas Publishing House Delhi, 2017 • Biswajit Das, Ipswata Satpathy, <i>Business Communication and personality Development</i> Excel Books New Delhi, 2006 • P.D Chaturvedi, Mukesh Chaturvedi, <i>Business Communication – Concepts, Cases and</i>

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- applications, Dorling Kindersley New Delhi, 2011.
- Hory Sankar Mukerjee, *Business Communication-Connecting at work* Oxford New Delhi, 2019
 - Courtland L. Bovee, John V. Thill, Abha Chatterjee, *Business Communication Today* Pearson New Delhi, 2011
 - Eileen Scholes, *Hand Book of internal Communication*, Infinity Books New Delhi, 2006

- Websites:**
- <http://www.bodylanguageexpert.co.uk/>- Added
 - you tube video –by Office Etiquette |Business Etiquettes |Business Communication - Imarticus
 - Films Animation PPTs Articles Sources By R. Chandran IIT Kanpur
 - Film by J. Balkru- A film on communication barrier By Matt Setter

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Chairperson (HoD)	Dr. Rama Venkatachalam	
Faculty	Mrs. Kajal Jaisinghani	
Faculty	Ms. Abhradita Chatterjee Nahvi	
Subject Expert (Outside SPPU)	Mr. Abhijeet Chavan	
Subject Expert (Outside SPPU)	Mrs. Sabhiya Fazalbhoj	
VC Nominee	Dr. Varsha Deshpande	
Industry Expert	Mr. Sitesh Thadhani	
Alumni	Ms. Devi Krishna	

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