



BUSINESS COMMUNICATION SKILLS
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[CORE COURSE]

Semester: I	Credits: 3	Subject Code: BB12002	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:

- No author, *Business Communication Skills*, Thakur Publications, 2019,
- Anjani Sethi, Bhavana Adhikari, *Business Communication*, Tata McGraw-Hill Education 2012
- Nirmal Singh, *Business Communication*, Deep & Deep Publication, 2006
- Lehman, Dufrene, Sinha, *BCOM-A south Asian Perspective*, Cengage Learning, 2012

Reference Books:

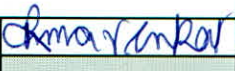
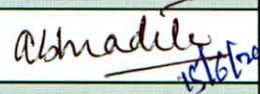
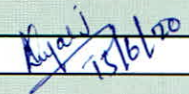


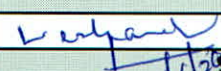

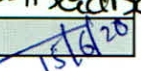
- Meenakshi Raman, Prakash Singh, *Business Communication*, Oxford New Delhi, 2012
- Homai Pradhan, N.S. Pradhan, *Business Communication*, Himalaya Publishing House Mumbai, 2013.
- R.K. Madhukar, *Business Communication*, Vikas Publishing House Delhi, 2017
- Biswajit Das, Ipswata Satpathy, *Business Communication and personality Development* Excel Books New Delhi, 2006

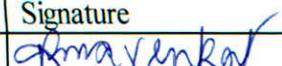
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- P.D Chaturvedi, Mukesh Chaturvedi, *Business Communication – Concepts, Cases and applications*, Dorling Kindersley New Delhi, 2011.
- Hory Sankar Mukerjee, *Business Communication-Connecting at work* Oxford New Delhi, 2019
- Courtland L. Bovee, John 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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Faculty	Mrs. Kajal Jaisinghani	 15/6/20
Subject Expert (Outside SPPU)	Mr. Abhijeet Chavan	 15/6/20
Subject Expert (Outside SPPU)	Mrs. Sabhiya Fazalbhoj	 15/6/20
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Industry Expert	Mr. Sitesh Thadhani	 15/6/20
Alumni	Ms. Devi Krishna	 15/6/20

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