

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

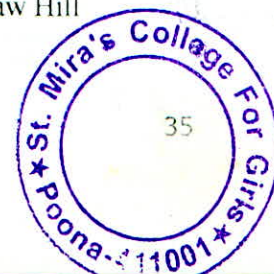
***12 Lecture Hours for Assignment and Library work**

Recommended Text Books:

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

Reference Books:

1. Business Communication by R.C. Bhatia, 2nd 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, 13th Reprint 2008, ISBN (13) : 978-0-07-059975-8
 6. Business Letters for Busy People, Jaico Publishing House, Place, 2010 3rd 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, 4th 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

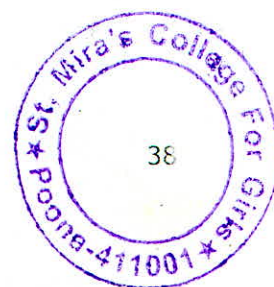
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- Speech
 - Meaning
 - Techniques of Speech
 - Types
 - Etiquettes of Speech
- Business Etiquette
 - Dressing Up
 - Networking
 - Exchanging Business Cards
 - Shaking Hands
 - Dining Etiquette
 - Electronic Etiquette
 - Elevator Etiquette

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Reference Books:

9. Business Letters for Busy People, Jaico Publishing House, Place, 2010 3rd Edition, ISBN 81- 7224-717-6.
10. Business Correspondence and Report Writing by R.C. Sharma and Krishna Mohan, Tata McGraw Hill Publishing Company Limited.
11. The AMA Handbook of Business Letters, Jeffrey, L. Seglin & Edward Coleman, American Management Association, 2012, 4th Edition, ISBN 978-0-8144-2012.
12. Business Communication by Anjanees Sethi, Bhavana Adhikari – Tata McGraw Hill Publication , New Delhi, ISBN (13) : 978-0-07-014661-7.
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16. Business Communication by R.C. Bhatia, 2nd Edition 2008, Ane Books Pvt Ltd., New Delhi, ISBN (13) : 978-81-8052-236-9

