

## BUSINESS COMMUNICATION

[MB 102]

Credits : 4

### Module – I

1. Principles of Communication – Definition, Purpose, Process, Types [ 2L]
2. Verbal Communication – Target group profile, Barriers of Communication, Listening, Feedback, Presentation Skills, Use of Aids, Public Speaking, Practice Presentation, Non Verbal Communication [ 6L+ 6p]
3. Written Communication – Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation, Using simple words, Proof Reading. [ 4L]
4. Report Writing – Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing. [ 2L ]

### Module – II

5. Internal Communication – Circulars, Notices, Memos, Agenda and Minutes [4L + 2P]
6. External Communication – Resume/CV, Using Facsimiles (Fax), Electronic Mail, Handling Mail [4L]
7. Writing Business Letters – Formats, Styles Types – Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement [2L + 4P]
8. Handling Business Information – Annual Report, House Magazine, Press Release, Press Report . [2L+2P]

### Readings

Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press. .

Kaul , Asha - Effective Business Communication, Prentice Hall.

Raman, M & Singh, P - Business Communication, OUP

Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill

Taylor, Shirley - Communication for Business, 4th Edn.-Pearson Education.