BC-601 Business Communication

Objective:
The objective 0f this course is to develop effective business communication skills among the students.

Unit 1

Introducing Business Communication: Basic forms of Communicating; Communication models and processes; Effective communication; Theories of communication; Audience analysis.

Unit 11

Corporate Communication: Formal and informal communication networks; Grapevine; Miscommunication(barriers);improving communication.
Practices in business communication; group discussion; Mock interviews; seminars; effective listening exercises; individual and group presentations and reports writing.

Unit 111

Writing skills: Planning business messages; Rewriting and editing; the first draft; Reconstructing the final draft; business letters and memo formats; Appearance request letters; Persuasive letters; sales letters; collection letters; office memorandum.

Unit 1V

Report Writing: Introduction to a proposal, short report and formal report. Report preparation.

Oral Presentation: Principles of oral presentation ,factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Unit V

Modern Forms of communicating: Fax; E-mail; Video conferencing;
International communication; cultural sensitiveness and cultural context; writing and presenting in international situations; inter-cultural factors in interactions; Adapting to global business.

Suggested readings: -

1. Bovee and Thil: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S. Fielder: Principles of Business Communication; Macmillan Publishing Company.
3. Kaul: Business Communication; Prextince Hall, New Delhi
4. Balasubramanyam: Business Communication; Vikas Publishing House, Delhi.