

4.4 A. BUSINESS COMMUNICATION

Lecture per Week: 4 hours

Max Marks: 80 (End Sem.) + 20 (IA) = 100

Exam Duration: 3 Hours

OBJECTIVES:

1. To create awareness among the students about Business communication Skills.

Unit	Topics	No of Periods
I	Introduction- Meaning, Definition, Components, types, barriers to communication. The Process of writing-- Planning, purpose of writing, audience analysis, role of persuasion communicating. Drafting, revising for content, style, correctness, formatting, proof reading.	10
II	Writing Skills: Choosing the right words, writing effective sentences, developing logical paragraph, writing concise message.	10
III	Basic Correspondence: Routine message, routine request, routine replies, claim letters, adjustment letters, write purchase letters and sales letters, bad news message, bad news replies, bad news announcements.	10
IV	Business report writing: Planning the report characteristics & Purpose of business reports, reporting process, drafting, revising, formatting and managing the reports.	10
V	Employment Communication: Self analysis and planning, preparing resume, electronic resume, Drafting application letters. Interview-- Meaning ,Types, Strategies for success at interviews.	10

SUGGESTED REFERENCES:

1. Darmar Fisher, Communication in Organizations, Jaico Publishing House, Mumbai,1999.
2. Bovee and Thill: Business Communication Today, Tata McGraw Hill, New Delhi.
3. Randall E. Magors: Business Communication, Harper and Row, New York.
4. Balasubramanyam: Business Communications: Vikas Publishing House, Delhi.
5. Kaul: Effective Business Communications, Prentice Hall, New Delhi
6. Patri V.R.: Essentials of Communications; Greenspan Publications, New Delhi.
7. Allan Pease, Body Language, Sudha Publications, New Delhi.
8. Taylor, Shirley: Model Business Letters. Pearson Education Asia, New Delhi