

# **BUSINESS COMMUNICATION**

**Course No. CP : 105**

**Max. Marks : 80**

**Min. Pass Marks : 32**

## **OBJECTIVES:**

The objective of this paper is to equip the students with the necessary skills and techniques of business communication.

## **COURSE CONTENTS :**

- UNIT I :** Communication : Meaning, nature, importance to managers, communication theories, elements of communication process, importance of feedback, Model of Communication, Barriers to effective communication.
- UNIT II :** Types of Communication : Oral, Written & non verbal, Upward, Downward & Lateral: Speeches for different occasions; Interviews; Group Discussion; Conferences; Effective Listening; Grapevine communication.
- UNIT III :** Written Communication : Letter Writing; Types of Business Letters; Do's & Don'ts of business letters.
- UNIT IV :** Non – verbal Communication : Meaning and importance; Kinesics; Proxemics; Chronemics; Para-language; Artefacts
- UNIT V :** Report Writing: Types and structure of reports, Drafting of reports. Strategies to develop effective communication skills – Do's & Don'ts of Public Speaking. Importance of Resume and Covering letter – Writing a Resume, essentials of drafting an effective resume.

## **SCHEME OF EXAMINATION:**

**Total Marks:** ( Internal 20, External 80) = 100 Marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers)	4 out of 8	4x8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3x16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Rodriques, M.V., Effective Business Communication, Concept Publishing Company, Delhi, 2003.
2. Rayudo. C.S., Communication, Himalaya Publishing House, Delhi 2008.
3. Sinha, K.K., Business Communication, Galgoita Publishing Company, New Delhi, 2006.
4. Raymond V. Lesikar, John D. Pettit, Jr, Business Communication – Theory and Application, AITBS Publishers & Distribution, Delhi, 1999.
5. Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Effective Business Communication, Tata McGraw – Hill Publishing Company Limited, New Delhi, 2008.
6. Diwan Parag, Business Communication, Excel Books, New Delhi, 1997.