

SKILL ENHANCEMENT COURSE
307. BUSINESS COMMUNICATION – II
SYLLABUS

Unit I: Business Letters:

Layout of Business Letter, Enquiries, Orders, Complaints, Adjustments, Sales Letters

Unit II: Reports:

Types of Reports, structure of a report, parts of a report

Unit III: Presentation Skills:

Presentation: Elements of presentation, Designing & Delivering Business Presentations, Advanced Visual Support for Manager

Unit IV: Employment Communication:

Writing CVs, Group discussions, Interview skills, Interview Facing and Guiding Techniques; Negotiation- Negotiation Process

Unit V: Interpersonal Communication:

Interpersonal Communication- Communication Models: Social Exchange Theory, Johari Window, Transactional Analysis; Communication Styles.

Suggested Books:

1. Lesikar, Business Communication- PHI
2. Mary Ellen Guffey, Business Communication, Process and Product, Thomas Learning, 3/E, 2002 (Module 3)
3. Urmila Rai & S.M .Rai, Business Communication, Himalaya Publishing House
4. C.S.G. Krishnamacharyulu & R .Lalitha, Business Communication, Himalaya Publishing House
5. Penrose , Rasberry, Myers, Advanced Business Communications, Thompson.