

SKILL ENHANCEMENT COURSE
107. BUSINESS COMMUNICATION - I
SYLLABUS

Unit I: Introduction:

Meaning & Definition, Role, Classification, Purpose of Communication Process of Communication Characteristics of Successful Communication, Business Communication and its Importance - Communication Structure in Organization.

Unit II: Forms of Communication:

Oral Communication - Oral Communication Process - Barriers to Communication Listening, Listening Process, Non Verbal Communication-7C's of Communication.

Unit III: Written Communication:

Purpose of Writing - Clarity in Writing - Principles of Effective Writing- , 3X3 Writing Process, Email etiquette

Unit IV: Meetings:

Agenda, Notice, Meetings- Planning Meetings, Leading meetings, Minutes of Meeting.

Unit V: Cross Cultural Communication:

Meaning, Cross Cultural Dimensions of Business Communication, Business & Social Etiquette

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