

## F.Y.B.COM. (HONS.)

### BUSINESS COMMUNICATION

In Force from 2011-12

#### Semester - I

#### Objective:

The objective of this course is to develop effective business communication skills among the students.

Unit - I	Introducing Business Communication, Basic forms of Communicating; Communication Models and processes; Effective Communication: Principles of Effective Communication; Theories of Communication; Audience Analysis.	25%
Unit-II	Corporate Communication; Formal and Informal Communication networks; Grapevine; Miscommunication (Barriers); Improving Communicating practices in Business Communication; Group Discussions, Mock Interviews, Seminars, Individual and Group Presentations.	30%
Unit III	Interviewing Skills: Appearing in Interviews, Conducting Interviews, Writing Resume and Letter of Application	25%
Unit-IV	Writing Skills: Planning Business Messages, Rewriting and Editing; The first draft, Reconstructing the first draft; Memo Format: Office Memorandum; Report writing: Introduction to a Proposal, short reports, Formal Reports, Report preparation.	20%

#### **Suggested Readings :**

1. Bovee and Thill : Business Communications Today : Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek & John S. Fielder : Principles of Business Communication : Macmillan Publishing Company, London.
3. Randall E. Magors : Business Communication: Harper and Row, New York.
4. Webster's Guide to Effective Letter Writing: Harper and Row, New York.
5. Balasubramanyam : Business Communications : Vikas Publishing House, Delhi
6. Kaul: Business Communication : Pentice Hall, New Delhi.
7. Kaul : Effective Business Communication : Pentice Hall, New Delhi.
8. Palri VR : Essentials of Communication : Greenspan Publication, New Delhi.
9. Senguin J : Business Communication : The Real World and Your Career : Allied Publishers, New Delhi.
10. Robinson, Netrakanil and Shintre : Communication Competence in Business English : Orient Longman, Hyderabad.

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#### Semester - II

Unit - I	Non-Verbal Aspects of Communicating : Body Language : Kinesics, Proxemics, Para Language.	20%
Unit-II	Self-development and Communication : Development of Positive Personal Attitudes, SWOT Analysis; Vote's Model of Interdependence; Whole Communication.	10%
Unit III	Oral Presentations: Principles of Oral Presentation, Factors affecting Presentation, Sales presentation, Training Presentation, Conducting Surveys, Speeches to Motivate, Effective Presentation Skills.  Effective Listening : Principles of Effective Listening, Factors affecting Listening Exercise: Oral, Written and Video Sessions.	20%
Unit-IV	Modern forms of Communication : Fax, E-mail, Video conferencing; etc. International Communication; Cultural sensitiveness and Cultural context; Writing and Presenting in International Situations, Inter-cultural factors in Interaction: Adapting in Global Business.	20%
Unit-V	Writing Skills: Business Letters, Appearance Request letters, Good news and Bad news Letters, Persuasive letters, Sales letters, Collection Letters.	30%

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