

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BUSINESS COMMUNICATION

Objectives:

The objective is to make the students acquainted with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively in the world.

Contents:

The process of communication and the roadblocks, Role of verbal and non-verbal symbols in communication, Barriers that make communication less effective and ways to bring them down, forms of communication, listening-anatomy of poor listening, features of good listener, spoken communication over phone – challenges and etiquette, oral presentations-how to plan presentations, how to deliver them, how to develop and display visual aids, how to handle questions from audience, Meetings – ways to make meetings work, forms of communication in the written mode, Body language of writing letters, memos, tone of writing, Email-how to make the email smart, Reports-how to write reports, Proposals.

References:

1. Mathukutty M. Monipally, Business Communication Strategies, New Delhi, Tata Mc-Graw Hill Publishing Company Ltd.
2. Khosla A. R., Drafting and Official Correspondence
3. Leyland and Priow, Communicating Facts and Ideas in Business
4. Janis and Dressner, Business Writing