

Subject: Business Communication

Objectives:-

- To understand the concept, process and importance of communication.
- To develop awareness regarding new trends in business communication.
- To provide knowledge of various media of communication.
- To develop business communication skills through the application and exercises.

Course Outcomes:-

- CO1** Getting the conceptual knowledge about business communication
CO2 To study New Technologies in Business Communication
CO3 Study the process of communication.
CO4 Getting practical knowledge about to develop business communication skill

TERM – I	Course Specific Outcomes	Methodology	Reference books	No. of Lect.
Introduction of Business Communication: Introduction, Meaning, Definition, Features, Process of Communication, Principles, Importance, Barriers to Communication & Remedies.	To make known the students with concept of Business Communication	Lecture & group discussion	1. Asha Kaul (1999), “Business Communication”, Prentice Hall of India, New Delhi. 2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), “Managerial Communication”, Pearson, Delhi	12
Methods and Channels of Communication: Methods of Communication- Merits and Demerits & Channels of Communication in the Organisation and their Types, Merits & Demerits	To study the various Methods and Channels of Communication	Lecture & group discussion	1) Nawal Mallika (2012), “Business Communication”, Cengage Learning, Delhi. 2) Rajendra Pal & Korlahalli (2007), “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi.	10

Soft Skills: Meaning, Definition, Importance of Soft Skills Elements of Soft Skills: 1) Grooming Manners and Etiquettes 2) Effective Speaking 3) Interview Skills 4) Listening 5) Group Discussion 6) Oral Presentation	Helps to gather knowledge of soft skills and using its practical point of view	Lecture & Group discussion use of ICT	1) Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd. 2) Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.	16
Business Letters: Meaning, Importance, Qualities or Essentials, Physical Appearance, and Layout of Business Letter	To facilitate the idea of Business Letters	Lecture & Demonstration	1) Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.	10
Types and Drafting of Business Letters: 1) Enquiry Letters 2) Replies to Enquiry Letters 3) Order Letters 4) Credit and Status Enquiries 5) Sales Letters 6) Complaint Letters 7) Collection Letters 8) Circular Letters	To help students to know the Types of Business Letters	Lecture Demonstration & Assignment	1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi. 2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi	16
Job Application Letters: Meaning, Types & Drafting of Job Application Letters, Bio-Data/Resume/ Curriculum Vitae	To study different types of Job Application Letters	Lecture Demonstration & Assignment	1) Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.	08
Internal and other Correspondence: 1) Office Memo (Memorandums) 2) Office Orders 3) Office Circulars 4) Form Memos or Letters	Develop the knowledge about Internal and other Correspondence	Lecture Demonstration & Assignment		12

5) Press Releases				
New Technologies in Business Communication: Internet: Email, Websites, Electronic Clearance System, Writing a Blog Social Media Network: Twitter, Face book, LinkedIn, YouTube, Cellular Phone, Whats App, Voice Mail Short Messaging Services, Video Conferencing, Mobile	To study New Technologies in Business Communication	Lecture & Group discussion & ICT	Sinha K. K. (2008), “Business Communication”, Galgotia Publishing Company, New Delhi. Vasishth Neeru & Rajput Namita (2006), “Business Communication”, Kitab Mahal, Allahabad.	12