

Course Code	Course Title	C	H	I	E	T
17U1KLA1	Business Communication	4	60	25	75	100
Learning Objectives:						
<ul style="list-style-type: none"> • To know basic concept of communication and essentials of effective communication • To aware about various types of communication • To be able to prepare resume and report writing independently 						
Learning Outcomes: Knowledge on Communication and its types. Ability to prepare resume and report writing independently.						

Unit I: Introduction to Communication

Meaning - Definition - Characteristics – Process - Essentials of Effective Communication - Forms of Communication - Verbal and Non-Verbal - Types - Formal and Informal - Media of Communication - Written – Oral - Visual - Audio Visual - Computer based Communication - Barriers and remedies.

Unit II: Written Communication

Meaning - Business Letters - Essentials of a good Business Letter - Layout - Trade Letters – Enquiries & Offers – Quotations – Orders - Circular Letters - Sales Letters - E-mail Etiquettes.

Unit III: Oral Communication

Oral and other forms of Communication – Speeches - Group Communication - Presentations - Listening – Dialogue skills.

Unit IV: Drafting of a resume

Application for a situation – Structure - Preparation of Curriculum vitae – Drafting an application for different positions.

Unit V: Report Writing

Meaning - Types of Business Reports - Structure of a Report - Stock exchange reports and Sales reports.

Text Book

1. Urmila Rai & S.M Rai, "***Business Communication***", Second Edition, 2015, Himalaya Publishing House, Mumbai.

Reference Books

1. Rajendra Pal & J.S. Korlahalli, "***Essentials of Business Communication***", Thirteenth Edition, 2013, Sultan Chand & Sons, New Delhi.
2. M.S. Ramesh, C.C. Pattanshetti "***Business Communication***", Twenty Eight Edition, 2015, R. Chand & Co, New Delhi.
3. R.S.N. Pillai & Bagavathi, "***Modern Commercial Correspondence***", 2007, S.Chand & Company Ltd, New Delhi.
4. Herta A Murphy, Herbert W Hildebrandt & Jane P. Thomas, Seventh Edition, 2010, "***Effective Business Communication***", MCGraw Hill Education Private Limited, New Delhi.
5. Sanjay Kumar & Pushp Lata, 2012, "***Communication Skills***", Oxford University Press.
6. www.investopedia.com, www.businessdictionary.com