

Course Code: MKT-112

Course name: Business Communication

Course Content

1. Introduction to Communication:

Communication- Business Communication- Purpose of Communication- The Role of Communication in Modern Business- Principles of Effective Communication- The Barriers of Communication- Difference between Social Communication and Business Communication- Basic Forms of Communication- Forms of Communication (based on regulation)- Forms of communication (based on expression). Advantages and disadvantages of formal communication- Benefits and problems of downward communication- Benefits and problems of upward communication- Methods of upward communication- The Methods Of Downward Communication- Benefits and problems of horizontal communication- Methods of horizontal communication- Advantages and disadvantages of consensus- Functions of Non-Verbal Communication- Types or Symbols of Non-Verbal Communication- Rumor- Seven Cs of Written Communication- Seven Cs of Oral Communication- Advantages of Oral Communication- Limitations of Oral Communication- Two sides of oral communication- Effective listening- Listening Process- Guidelines for Effective Listening-Body Language- Conscious and Unconscious Body Language

2. The Communication Process

Communication Process- Elements of Communication- The Principles of Effective Feedback- The causes of poor Feedback- Communication Network- characteristics of an Organization- Importance of communication in an Organization- Network Structure In Organization- Selection Criteria for an Appropriate Network In an Organization

3. Fundamentals of Business Writing

Written Communication- Purpose of written communication- Principles of effective writing- Adaptation and Selection of Words- Masculine Words- Choosing Words with Right Strength and Vigor- Writing Effective Sentences- Characteristics of a Good Paragraph- Overall writing tone- Electronic Writing Process

4. Basic Patterns of Business Messages

The process of Business Message Writing- Specific Patterns of Business Messages- Elements of E-Mail- Writing process of E-mail- Formality Considerations and General Considerations of E-Mail.

5. Business Letter and Report Writing

Need of Business letter- Functions of Business Letter- Types of business letter- Structure of Business Letter- Form of Layout- Form of Letters- Report writing- Types of Business Reports-

Characteristics and Purpose of a Good Report- Guiding Principles of Writing a Report- Preparing a Report- Structure of a Report.

6. Group Communication

Meeting- Objective of Meeting- types of Meeting- Procedure of Convening a Meeting- Minutes of a Meeting- Techniques of Conducting Meetings- Techniques for Participating in a Meeting- Media Management- Press Releases- Characteristics of a Good Press Release- Media Interview- Seminars- Conference- Business Etiquette- Formal speech or Presentation- Techniques in Using Visuals.

7. Employment Communication

Resume- Contents of a CV/Resume- Some Tips for Preparing an Impressive CV- Interview and types of interview- Interview Do's and Don'ts- Discussions in group- The salient features of group discussion- Considerations in Group Discussion- Discussion skills for group discussion- Candidate's Preparation for Interview.

Books Recommended:

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| 01. Raymond Vincent Lesikar_ Marie Elizabeth Flatley_ Kathryn Rentz | : Basic Business Communications-McGraw-Hill College (2006) |
| 02. Mary Ellen Guffey, Dana Loewy | : Essentials of Business Communication, 8th Edition-Cengage South-Western (2009) |
| 03. Vikram Bisen, Priya | : Business communication- New Age International (P) Limited. Publishers- New Delhi -2009 |