

Course Code: VOC168	Course Title: Business Communication	
Course outcomes:		
<p>The aim of the course is to build knowledge, understanding and application business communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business communication.</p>		
<p>The outcome of the course will be as follows –</p> <ul style="list-style-type: none"> • To provide knowledge about business Communication. • To provide knowledge about Formal Communication. • To built an understanding of various types of communication. 		
To equip the learner for applying it in corporate settings		
Credits: 3	Skill Enhancement course (SEC)	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No.of Lectures Total=45
I	Introduction: Meaning and objective of Business communication, Verbal and Nonverbal Communication, Role of Body Language, Gestures and Posture, Communication process, Various barriers of Communication, Concept of proximity in communication. Time, color, pauses as language, Public address system.	10
II	Oral & Non- verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, Body Language, Para Language, Role of Listening and its importance, Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	12
III	Corporate Communication: Formal and Informal Communication, Communication dynamics and network, Grapevine, Barriers in Communication, Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies. Writing Resume, Writing Memo, Circular, Notice and Application; Conveying Bad news through letters.	13
IV	Corporate Meetings, Delphi, Brainstorming and nominal group technique of group decision making, Group Discussion, framing of surveys, Writing Cover letter, Types of Interviews, Psychometric test in Employee selection. Cases and Presentations.	10

Suggested Readings:

1. Bapat & Davar, A Text book of Business Correspondence
2. Bhende D.S., Business Communication
3. David Berio, The Process of Communication
4. Gowd & Dixit, Advance Commercial Correspondence
5. Gurky J.M., A Reader in Human Communication
6. Business Communication: Concepts, Cases and Applications – P.D. Chaturvedi & Mukesh Chaturvedi
7. Business Communication Today – Courtland L. Bovee & John V. Thill
8. Effective Business Communication – Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas
9. Business Communication – Meenakshi Raman & Prakash Singh
10. Essentials of Business Communication – Mary Ellen Guffey & Dana Loewy
11. Business and Administrative Communication – Kitty Locker & Donna Kienzler
12. The Definitive Book of Body Language – Allan & Barbara Pease
13. Nonverbal Communication in Human Interaction – Mark L. Knapp & Judith A. Hall

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

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Further Suggestions:

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