

COURSE TITLE: BUSINESS COMMUNICATION
COURSE CODE: 11BC21K4

LTP:2-0-2

Unit I – Communication Models, Barriers in Communication, Business Correspondence: Principles of Effective Writing; Letter Writing; CVs and Applications; Memoranda; Business Claims and Responses; Business Proposals; Meetings, Agenda and Minutes.

Unit II - Report Writing: Process, Structure and Layout; Types & Formats of Reports.

Unit III - Presentation Skills: Planning, Structure and Delivery; Strategies for successful speaking and listening.

Unit IV - Telephone and E-mail Etiquette: Basics of Telephone and E-mail Etiquette.

Unit V - Cross-Cultural Communication: Cross-cultural issues which affect Communication across different Cultures

a) Recommended Text Book(s):

1. Basic Business Communication, “Lesikar & Flatley” Tata McGraw-Hill Publishing Company Ltd

b) Reference Books:

1. Business Communication – Urmila Rai & S.M.Rai – Himalaya Publications
 2. “Business Communication” Kitty O Locker, Stephen Kyo- Tata McGraw-Hill Publishing Company Ltd.
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