



**BUSINESS COMMUNICATION SKILLS**  
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**[CORE COURSE]**

Semester: I

Credits: 3

Subject Code: BB12002

Lectures: 48

**Course Outcomes:**

At the end of this course the learner will be able to,

- Identify the importance of Effective Communication.
- Recognize the role of Communication in personal and business world.
- Interpret the systems and methods of Communication and their utility.
- Construct effective business messages and presentations both in internal or external business setups.
- Develop an ability to demonstrate Workplace Etiquettes.

**Unit 1:Introduction to Communication**

12

- Meaning and Definition, Objectives, Importance, Process, Elements
- Need for Effective Communication
- Principles of Effective Communication
- Barriers and Overcoming Barriers to Communication
- Role of Corporate Communication
- Communication Models- Shannon Weaver Model, Interactive Model, Intermediary Model, Transactional Model

**Unit 2: Forms & Media of Communication**

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- Types of Communication: Verbal and Non-verbal
- Verbal Communication
  - Written Communication:
    - Meaning, Nature, Scope
    - Principles of Effective Written Communication
    - Advantages and disadvantages
  - Oral Communication:
    - Meaning, Nature, Scope
    - Principles of Effective Oral Communication
    - Advantages and disadvantages
    - Spoken skills, Presentations skills, Public speaking, Speeches, Interview Skills, Group Discussion, Language Skills
- Non Verbal Communication:
  - Body Language
  - Silence
  - Signs & Symbols
- Dimensions of Communication, Grapevine
- Media : Teleconferencing, Video Conferencing through various online platform, SMS, MMS, Internet and Social Media Sites

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### Unit 3: Business Correspondence

10

- Business Correspondence :
  - Need and functions of Business Correspondence
  - Layout of Letter
  - Fundamentals of Business writing
  - Format of a Business Letter
- Types of Business Letters
  - Inquiry letter
  - Complaint letter
  - Persuasive letter
  - Proposal Letter
- Report Writing
  - Concept, Steps and Draft

### Unit 4: Listening Skills and Etiquettes

10

- Listening Skills
  - The Art of Listening
  - Importance of Listening
  - Principles of Good Listening
  - Barriers to Listening, Overcoming Barriers
  - Types of Listening
  - Listening situations (examples/case study)
- Etiquettes
  - Office Etiquettes
  - Dressing Etiquette
  - Lift Etiquettes
  - Networking Etiquettes

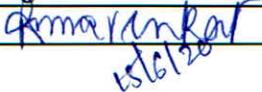
#12 hours for Library work, assignments, practical or field work

#### Recommended Text Books:

- No author, *Business Communication Skills*, Thakur Publications, 2019,
- Anjani Sethi, Bhavana Adhikari, *Business Communication*, Tata McGraw-Hill Education 2012
- Nirmal Singh, *Business Communication*, Deep & Deep Publication, 2006
- Lehman, Dufrene, Sinha, *BCOM-A south Asian Perspective*, Cengage Learning, 2012

#### Reference Books:

- Meenakshi Raman, Prakash Singh, *Business Communication*, Oxford New Delhi, 2012
- Homai Pradhan, N.S. Pradhan, *Business Communication*, Himalaya Publishing House Mumbai, 2013.
- R.K. Madhukar, *Business Communication*, Vikas Publishing House Delhi, 2017
- Biswajit Das, Ipswwta Satpathy, *Business Communication and personality Development* Excel Books New Delhi, 2006

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- P.D Chaturvedi, Mukesh Chaturvedi, *Business Communication – Concepts, Cases and applications*, Dorling Kindersley New Delhi, 2011.
- Hory Sankar Mukerjee, *Business Communication-Connecting at work* Oxford New Delhi, 2019
- Courtland L. Bovee, John V. Thill, Abha Chatterjee, *Business Communication Today* Pearson New Delhi, 2011
- Eileen Scholes, *Hand Book of internal Communication*, Infinity Books New Delhi, 2006

**Websites:**

- <http://www.bodylanguageexpert.co.uk/> - Added
- you tube video –by Office Etiquette |Business Etiquettes |Business Communication - Imarticus
- Films Animation PPTs Articles Sources By R. Chandran IIT Kanpur
- Film by J. Balkru- A film on communication barrier By Matt Setter

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Faculty	Mrs. Kajal Jaisinghani	Kajal Jaisinghani 15/6/20
Subject Expert (Outside SPPU)	Mr. Abhijeet Chavan	Abhijeet Chavan 15/6/20
Subject Expert (Outside SPPU)	Mrs. Sabhiya Fazalbhoy	Sabhiya Fazalbhoy 15/6/20
VC Nominee	Dr. Varsha Deshpande	Varsha Deshpande 15/6/20
Industry Expert	Mr. Sitesh Thadhani	Sitesh Thadhani 15/6/20
Alumni	Ms. Devi Krishna	Devi Krishna 15/6/20

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