

Business Communications

Course Objectives

The objective of this course is to enable students to develop proficiency in the mechanics of writing and oral communication. The course orients at helping the learner improve their English proficiency with specific reference to the organizational communication parlance.

Syllabus

Oral Communication, Written Communication, Crisis Management and Negotiation, Business Letters and Reports, Case Method of Learning.

Expected Outcome

Be familiar with the basic concepts and mechanics of Oral and Written Communication. • Students develop English proficiency and paves way for career growth and better employment prospects. • Learners develop effective crisis management skills juxtaposed with Negotiation tactics and elements of Behaviour and conversation control.

References

1. Chaturvedi P. D, & Mukesh Chaturvedi, Business Communication: Concepts, Cases And Applications, 2/e, Pearson Education, 2011
2. Mary Ellen Guffey, Business Communication: Process and Product, 3/e, Cengage Learning, 2002.
3. Rayudu C. S, Communication, 9/e, Himalaya Publishing House, 2010.
4. Penrose, Rasberry, Myers, Advanced Business Communication, 5/e, Cengage Learning, 2004.
5. Madhukar R. K, Business Communication, 2/e, Vikas Publishing House, 2010.

COURSE PLAN

I Introduction: Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in Organizations– Communication structure in organization – Application of principles of Communication in conflict resolution, Crisis Management & Negotiation - Communication in a cross-cultural setting

II Oral Communication: Meaning – Principles of successful oral communication – Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication. Listening as a Communication Skill, Non-verbal communication.

First Internal Examination

III Written Communication: Purpose of writing – Clarity in writing – Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process.

IV Business Letters and Reports: Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation. Writing; Meetings – Planning meetings – objectives – participants – timing – venue of meetings. Meeting Documentation: Notice, Agenda, and Resolution & Minutes.

Second Internal Examination

V Case Method of Learning: Understanding the case method of learning – Different types of cases – Difficulties and overcoming the difficulties of the case method – Reading a case properly (previewing, skimming, reading, scanning) – Case analysis approaches (Systems, Behavioural, Decision, Strategy) – Analysing the case – Dos and don'ts for case preparation – Discussing and Presenting a Case Study

Final Examination