

## Syllabus for BBA/IMBA/B.Com(Hons)/IMCOM

**Semester II**

**Business Communication**

**AECC**

4 crs.

### **Unit 1**

Communication: Types of Communication, Process of Communication, Principles of Communication, Levels Of Communication, Barriers of Communication, Strategies for Overcoming Barriers.

### **Unit 2**

Verbal and Non-Verbal (Spoken and Written), Speaking Skills: Monologue, Dialogue;

Reading Skills: Understanding Close Reading, Comprehension, Summary, Paraphrasing, Analysis and Interpretation; Translation: Basics of Translation {Translation from Indian Languages to English and Vice-Versa) Literary/Knowledge Texts.

### **Unit 3**

Communicative Approaches to Effective Communication; Essentials of Non-Verbal Communication: Kinesics, Paralanguage, Chronemics and Proxemics.

Group Discussion, Group Communication through Committees, Conference and other Formal Communication with Public at large, Interviews, Seminar, Symposia and Presentations.

### **Unit 4**

Business Communication: Structure of Business Correspondence, Inquires, Replies, Orders, Complaints, Credits and Status Inquires; Report Writing: Organization and Techniques, Short and Long Formal Reports. Making Notes, Letter Writing-Cover Letter, Agency Letters and Sales Letters, Resume and CV, Negotiating the Job Offer.

### **Suggested Readings:**

1. Bovee, and Thill, Business Communication Essentials, Pearson Education.
2. Shireley Taylor, Communication for Business, Pearson Education
3. Locker and Kaczmarek, Business Communication: Building Critical Skills, McGraw Hill Education
4. Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, Effective Business Communication (SIE), McGraw Hill Education.
5. Dona Young, Foundations of Business Communication: An Integrative Approach, McGraw Hill Education
6. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neeraj Pande, Business Communication: Connecting in a digital World (SIE), McGraw Hill Education