

BBA - III SEMESTER
MBG203: BUSINESS COMMUNICATION

INTRODUCTION

Communication plays an important role in the personal as well as professional life of an individual. This is especially true in the case of corporate and management spheres wherein good business communication skills are indispensable. Globalization and information technology have led to paradigm shifts in the pattern and frequency of communication. Hence, this course is designed to enable students to know and apply the varied aspects of communication and to develop in them the required oral and written business communication skills.

OBJECTIVES

- 1) To give the student a thorough conceptual and theoretical understanding of the foundations of business communication
- 2) To guide him/her in the quest for becoming an efficient and effective communicator.

LEARNING OUTCOMES

On completion of this course students will

- 1) acquire knowledge of concepts pertaining to effective communication
- 2) learn to apply this knowledge in a business context.

SYLLABUS

UNIT-I: Basics of Communication -Introduction to Communication – Nature, Process and Types – Objectives, Functions and Importance - Communication in Action - Models of Communication – Seven C's of Communication – Barriers to Communication - Significance and Strategic Relevance of Business Communication

UNIT-II: Oral Communication - Verbal Communication - Non Verbal Communication - Listening Skills- Effective Meetings - Conflict Communication - Negotiation skills - Crisis Communication

UNIT-III: Written Communication - Basics of Written Communication – Business Correspondence-Business Letters, good news and bad news, requests and persuasion, sales letters - Resumes and Cover Letters -Reports and Proposals.

UNIT-IV: Technology and Communication- Presentation Skills: Planning, Structure, Delivery, Taking questions, Features of effective presentations – Memos and Emails, Email Etiquette-Telephone Etiquette

UNIT-V:Succeeding at the Workplace -Intrapersonal Communication and Management: Intrapersonal Variables, Motivation, Perception, Emotions, Exchange Theory, Johari Window, Transactional Analysis - Talking the Talk –Interviews - Corporate Etiquette – Grooming, Clothing and Accessorizing

TEXT BOOK

NawalMallika(2012),*Business Communication*, New Delhi: Cengage Learning PvtLtd.

REFERENCE BOOKS

1. Monipally M.M.(2013),*Business Communication: From Principles to Practice*, New Delhi,McGraw-Hill Education.
2. Kaul Asha (2014),*Effective Business Communication* (2nd Ed.), New Delhi: Prentice Hall of India.
3. Raman, Meenakshi and Prakash Singh (2012),*Effective Business Communication*, New Delhi: Oxford University Press.
4. Robbins, Judge and Vohra(2011),*Organizational Behaviour*, New Delhi: Pearson Education.

JOURNALS AND PERIODICALS

1. GITAM Journal of Management, Visakhapatnam.
2. Indian Management, New Delhi
3. Vikalpa, Ahmedabad
4. Business World, New Delhi