

- To understand importance of professional attire in corporate environment.
- To get knowledge on various business etiquette and inculcate the etiquette for corporate fit.

## **Module-I: Concepts of Communications**

**Introduction:** Definition and Process of Communication - Forms of Verbal and Non-verbal Communication.

**Barriers of Communication:** Communication Barriers and Overcoming Communication Barriers - Guidelines for Effective Communication.

**Business Writing:** Direct and Indirect approaches to Business Writing - Five Main Stages of Writing Business Messages.

Exercise: Role Play, Square Talk Activity.

**Hours-10**

## **Module-II: Written Business Communication**

**External Communication:** The Seven C's of Letter writing - Kinds of Business Letters - Business Reports and Proposals - Purpose of Business Reports.

**Internal Communication:** Format and Principles of Writing Memos - General Warning - Cautions. Exercise: Preparation of Reports on different issues.

**Hours-10**

## **Module-III: Oral Communication**

**Public Speaking:** Types of Public Speaking - importance of Public Speaking.

**Power Point Presentation:** Planning the Presentation - Delivering the Presentation - Developing & Displaying Visual Aids - Handling Questions from the Audience.

**Listening:** Definition - Types of Listening Skills - Features of a Good Listener - Causes and effects of Poor Listening.

Exercise: Elocution and Extempore

**Hours-10**

## **Module-IV: Behavioral Techniques**

**Body Language:** Facial Expressions - Body Posture - Gestures - Eye Movement - Touch and the use of Personal Space.

**Business Attire and Grooming:** Different types of Attire - Guidelines for Business Attire. Exercise: Power of Body Language, Charades.

**Hours-5**

## **Module-V: Etiquettes**

**Etiquettes:** Greeting Etiquette - Corporate Etiquette - Telephone Etiquette - E-mail Etiquette – Meeting Etiquette - Netiquette - Personal Etiquette - Social Etiquette - Dining Etiquette. Exercise: Introduction and Art of Conversation, Telephonic Activity.

**Hours-10**

### **Course Outcomes:**

At the end of the course, the students would be able to:

**CO-1:** Develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

**CO-2:** Understand and practice different techniques of communication.

**CO-3:** Practice and adhere to the 7Cs of Communication.

**CO-4:** Familiarize with different types of Communication.

**CO-5:** Understand and practice Interview Etiquettes.

### **TEXT BOOKS:**

Meenakshi Raman and Prakash Singh, Business Communication, Oxford

**Lesikar:** Basic Business Communication, TMH

**David Irwin:** Effective Business Communications, Viva- Thorogood. Rajendra Pal, J S Korlaha

**HI:** Essentials of Business Communication: Sultan Chand & Sons, New Delhi