

## **Business Communication-Syllabus**

### **Segment 1: Basic Principles of Communication**

Meaning and Process of communication, Barriers to Communication, Classification of Communication.

### **Segment 2: Types and Channels of Communication**

Types of Communication, Classification of Non-verbal Communication, Classification of Communication Channels, Types of Business Communication, Communication Network in Organisations.

### **Segment 3: Business Communication Skills**

Listening and Types of Listening, Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context, General Principles of Writing, Principles of Business Writing, Developing Oral Business Communication Skills, Reading Skills.

### **Segment 4: Internal Business Communication**

Guidelines for Meetings, Writing Memos, Circulars and Notices, Electronic Media and Shareholder Communication.

### **Segment 5: External Business Communication**

Writing Business Letters, Other Forms of External Business Communication.

### **Segment 6: Employment Communication**

Writing Business Reports, Resumes and Cover Letters, Group Discussions and Interviews.