

17BB102-BUSINESS COMMUNICATION-II

Course Description and Objective:

The purpose of the course is to develop the students' competence and confidence to communicate at an advanced level. Students will learn how to improve LSRW skills and developing strategies for LSRW skills. They also learn business letter writing and correspondence skills.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Understand the essentials of an effective communication
2. How to improve LSRW skills
3. Understand strategies for developing LSRW skills
4. Understand elements of business letter writing
5. Knowledge of business correspondence and professional correspondence

UNIT-I

- 7 Hrs

Basics of Communication: Communication Process & Elements, Need of Communication Skills in Management, Channels of Communication, Types of Communication, Barriers to Communication, How to overcome the Barriers, Principles of effective communication.

UNIT-II

- 8 Hrs

Language and Communication: Language as a tool of communication, Importance of LSRW skills, Strategies for developing LSRW skills.

UNIT-III

- 10 Hrs

Business Letter Writing: Purpose of format of a business letter, Elements of a business letter, Types of business letters, Enquiry, Sales, Quotations, Claims, Adjustment, and other social correspondence.

UNIT-IV

- 10 Hrs

Business Correspondence: Reports, Memos, Notice/Circular, Agenda, Minutes, e-mail.

UNIT-V

- 10 Hrs

Professional Correspondence: Interview skills, Leadership qualities, Business etiquette, Telephone etiquette, Group Discussion, Group Dynamics, Presentation skills.

Text Books:

1. Success with Grammar & Composition by K.R.Narayana Swamy.
2. Communication Skills for Technical Students by T.M.Farhatullah

Reference Books:

1. Basic Communication Skills for Technology by Andse J.Rutherford. Pearson Education Asia.
2. Advanced Communication Skills by V.Prasad, Atma Ram.
3. Business Communication by Raymond V. Lesikar.
4. Writing Remedies by University Press.