

Communication for Management & Business

Course Code: LN501

(w.e.f. Session 2015-2016)

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UNIT I

Introduction to Communication, Communication Process, Barriers to Communication, Effective Communication, Types of Communication in Organisations viz. Downward, Upward, Horizontal, Static Vs Dynamic.

UNIT II

Non-Verbal Communication, Communication through clothes/ colours / space/ symbol, Body Language and Etiquettes, Interpersonal Communication, Self-concept and Communication, Assertive Communication.

UNIT III

Types of Business Writing viz, Newsletters, Reports, Folders, Fact Sheets, Press Release; Readership and Writing Style - Human aspects of Writing.

UNIT IV

Meetings - Planning for meeting, Tips for Chairing, Opening, Progress & Ending, Behavior of Ordinary Members, The Character of Business Meeting, Energies for Meetings, Group Discussions, Brain Storming Sessions and Presentations.

UNIT V

Handling Personal Communication - Letters, Dictation, Reading, Problem-Solving, Listening Skills, Self-Talk, Self - Reflection, Steps to Personal Creativity, Public Speaking.

Books Recommended:

1. Bovee. *Business Communication Today*. 7th Ed. Pearson Edu. 2008
2. Brown L. *Communications Facts and Ideas in Business* Prentice Hall. 2006
3. Lesikar. *Basic Business Communication*. McGraw Hill. 2004
4. Ramchandran, KK., Lakshmi ,KK & Karthik ,KK. *Business Communication*. Macmillan. 2007
5. Raman, Meenakshi & Sharma, Sangeeta. *Technical Communication: Principles and Practice*, Oxford University Press-2013
6. Konar, Nira. *Communication Skills For Professionals*, PHI Learning Pvt. Ltd -2011
7. Board of Editors. *Written and Spoken Communication in English*, University Press-2007
8. Lata , Pushp & Kumar, Sanjay .*Communicate or Collapse :A Handbook of Effective Public Speaking , Group Discussions and Interviews*, PHI Learning Pvt. Ltd -2011
9. Duck, Steve & McMahan, David T. *The Basics of Communication : A Relational Perspective*, Sage Publication-2012
10. Anderson, Marilyn, Nayar, Pramod K. & Sen, Madhuchhanda .*Critical Thinking, Academic Writing and Presentation Skills*, Pearson-2009