

Business Communication

Course Code: LN 404

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

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OBJECTIVE: The course aims to make students proficient in written as well as oral communication. The focus will be on business related communication.

UNIT I: INTRODUCTION TO COMMUNICATION

Introduction to Communication, Communication Process, Barriers to Communication, Effective Communications , Types of Communication in Organizations viz. downward, upward, horizontal, static Vs dynamic.

UNIT II: NON VERBAL COMMUNICATION

Non-Verbal Communication, Communication through clothes / colours /space/symbol, body-language and etiquettes, Inter-personal Communication, Self Concept and Communication, Assertive Communication.

UNIT III: WRITTEN COMMUNICATION

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

UNIT IV: COMMUNICATION ACTIVITIES

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

UNIT V: PERSONAL COMMUNICATION

Handling Personal Communication- Letters, Dictation, Reading, Problem-solving, Listening skills, Self-talk, Self-reflection, Steps to Personal Creativity, Public speaking,

Suggested Readings:

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