

SUBJECT: BUSINESS COMMUNICATION

UNIT 1 INTRODUCTION TO BUSINESS COMMUNICATION

- Introduction & Definition
- Classification of Communication
- The Communication Process
- Characteristics of successful communication
- Importance of Communication in the business
- Flow of Communication
- Barriers to Communication
- Communication structure/network in organisation

UNIT 2 INTERPERSONAL SKILLS

- Introduction and definition
- Advantages and disadvantages of utilizing the team work
- Developing interpersonal skills
- challenges in team working
- characteristic features of successful teams
- stages of the development of a team

UNIT 3 VERBAL & NON VERBAL COMMUNICATION

- Introduction and Definitions
- Verbal Communication
 - Types
 - Basic verbal communication skills
- Non-verbal communication
 - Types of non-verbal communication
 - Use of charts, diagrams, tables & visual aids for communication
- Difference between Verbal and non-verbal communication

UNIT 4 ORAL & WRITTEN COMMUNICATION

- Written communication
 - Introduction
 - Purpose
 - General Principles of effective business writing
 - Pros & cons of written communication
 - Clarity in writing
 - Writing techniques
- Oral Communication
 - Introduction
 - Principles of successful oral communication
 - Two sides of effective oral communication- Listening & Presenting
 - Advantages of Oral Communication
 - Oral Business Presentations
 - Barriers to oral communication

UNIT 5 INTERVIEW

- Definition

- Objectives
- Types of interviews
- Guidelines for Effective Interviewing
- Skills of interviewing

UNIT 6 GROUP COMMUNICATION

- Introductions & need of meeting
- Importance & planning of meeting
- Guidelines for meetings
- Types of meetings
- Drafting of notice, agenda, minutes & resolution of meeting
- Media management
- Press release, press conference, media interviews
- Seminars, workshop, & conferences
- Business Etiquettes

UNIT 7 NEGOTIATION SKILLS

- Introduction & definition of negotiation
- Elements of negotiation
- Types of negotiation
- Strategies of negotiation
- Process of negotiation
- Negotiating tactics

UNIT 8 WRITING LETTERS, MEMOS AND EMAILS

- Introduction to business letters
- Principles of business letters writing
- Types of business letters
- Layout of business letters
- Definitions memos, circulars and notices
- Writing memos, circulars and notices
- What is electronic media?
- Communication through Email

UNIT 9 WRITING RESUME

Introduction

- CV
- Job application

UNIT 10 REPORT WRITING

- Definition & Purpose
- Structure
- Types
- Steps in Report writing