



**BUSINESS COMMUNICATION SKILLS**  
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**[CORE COURSE]**

<b>Semester: I</b>	<b>Credits: 3</b>	<b>Subject Code: BB12002</b>	<b>Lectures: 48</b>
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**Course Outcomes:**

At the end of this course the learner will be able to,

- Identify the importance of Effective Communication.
- Recognize the role of Communication in personal and business world.
- Interpret the systems and methods of Communication and their utility.
- Construct effective business messages and presentations both in internal or external business setups.
- Develop an ability to demonstrate Workplace Etiquettes.

<b>Unit 1: Introduction to Communication</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Meaning and Definition, Objectives, Importance, Process, Elements</li> <li>• Need for Effective Communication</li> <li>• Principles of Effective Communication</li> <li>• Barriers and Overcoming Barriers to Communication</li> <li>• Role of Corporate Communication</li> <li>• Communication Models- Shannon Weaver Model, Interactive Model, Intermediary Model, Transactional Model</li> </ul>	
<b>Unit 2: Forms &amp; Media of Communication</b>	<b>16</b>
<ul style="list-style-type: none"> <li>• Types of Communication: Verbal and Non-verbal</li> <li>• Verbal Communication <ul style="list-style-type: none"> <li>- Written Communication: <ul style="list-style-type: none"> <li>○ Meaning, Nature, Scope</li> <li>○ Principles of Effective Written Communication</li> <li>○ Advantages and disadvantages</li> </ul> </li> <li>- Oral Communication: <ul style="list-style-type: none"> <li>○ Meaning, Nature, Scope</li> <li>○ Principles of Effective Oral Communication</li> <li>○ Advantages and disadvantages</li> <li>○ Spoken skills, Presentations skills, Public speaking, Speeches, Interview Skills, Group Discussion, Language Skills</li> </ul> </li> </ul> </li> <li>• Non Verbal Communication: <ul style="list-style-type: none"> <li>○ Body Language</li> <li>○ Silence</li> <li>○ Signs &amp; Symbols</li> </ul> </li> <li>• Dimensions of Communication, Grapevine</li> <li>• Media : Teleconferencing, Video Conferencing through various online platform, SMS, MMS, Internet and Social Media Sites</li> </ul>	

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Unit 3: Business Correspondence	10
<ul style="list-style-type: none"> <li>• Business Correspondence : <ul style="list-style-type: none"> <li>○ Need and functions of Business Correspondence</li> <li>○ Layout of Letter</li> <li>○ Fundamentals of Business writing</li> <li>○ Format of a Business Letter</li> </ul> </li> <li>• Types of Business Letters <ul style="list-style-type: none"> <li>○ Inquiry letter</li> <li>○ Complaint letter</li> <li>○ Persuasive letter</li> <li>○ Proposal Letter</li> </ul> </li> <li>• Report Writing <ul style="list-style-type: none"> <li>○ Concept, Steps and Draft</li> </ul> </li> </ul>	

Unit 4: Listening Skills and Etiquettes	10
<ul style="list-style-type: none"> <li>• Listening Skills <ul style="list-style-type: none"> <li>○ The Art of Listening</li> <li>○ Importance of Listening</li> <li>○ Principles of Good Listening</li> <li>○ Barriers to Listening, Overcoming Barriers</li> <li>○ Types of Listening</li> <li>○ Listening situations (examples/case study)</li> </ul> </li> <li>• Etiquettes <ul style="list-style-type: none"> <li>○ Office Etiquettes</li> <li>○ Dressing Etiquette</li> <li>○ Lift Etiquettes</li> <li>○ Networking Etiquettes</li> </ul> </li> </ul>	

#12 hours for Library work, assignments, practical or field work

#### Recommended Text Books:

- No author, *Business Communication Skills*, Thakur Publications, 2019,
- Anjani Sethi, Bhavana Adhikari, *Business Communication*, Tata McGraw-Hill Education 2012
- Nirmal Singh, *Business Communication*, Deep & Deep Publication, 2006
- Lehman, Dufrene, Sinha, *BCOM-A south Asian Perspective*, Cengage Learning, 2012

#### Reference Books:

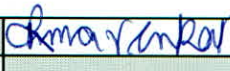

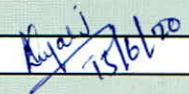


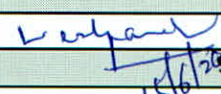


- Meenakshi Raman, Prakash Singh, *Business Communication*, Oxford New Delhi, 2012
- Homai Pradhan, N.S. Pradhan, *Business Communication*, Himalaya Publishing House Mumbai, 2013.
- R.K. Madhukar, *Business Communication*, Vikas Publishing House Delhi, 2017
- Biswajit Das, Ipswata Satpathy, *Business Communication and personality Development* Excel Books New Delhi, 2006

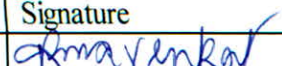
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- P.D Chaturvedi, Mukesh Chaturvedi, *Business Communication – Concepts, Cases and applications*, Dorling Kindersley New Delhi, 2011.
- Hory Sankar Mukerjee, *Business Communication-Connecting at work* Oxford New Delhi, 2019
- Courtland L. Bovee, John V. Thill, Abha Chatterjee, *Business Communication Today* Pearson New Delhi, 2011
- Eileen Scholes, *Hand Book of internal Communication*, Infinity Books New Delhi, 2006

#### Websites:

- <http://www.bodylanguageexpert.co.uk/> - Added
- you tube video –by Office Etiquette |Business Etiquettes |Business Communication - Imarticus
- Films Animation PPTs Articles Sources By R. Chandran IIT Kanpur
- Film by J. Balkru- A film on communication barrier By Matt Setter

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Faculty	Mrs. Kajal Jaisinghani	 15/6/20
Subject Expert (Outside SPPU)	Mr. Abhijeet Chavan	 15/6/20
Subject Expert (Outside SPPU)	Mrs. Sabhiya Fazalbhoj	 15/6/20
VC Nominee	Dr. Varsha Deshpande	 15/6/20
Industry Expert	Mr. Sitesh Thadhani	 15/6/20
Alumni	Ms. Devi Krishna	 15/6/20

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