

S.S. JAIN SUBODH P.G. COLLEGE, JAIPUR
(AUTONOMOUS)
Syllabus
GENERIC ELECTIVE COURSE (GEC)
(For U.G. III Sem)



Credits: 4
Classes per week:- 4

Maximum Marks:-100
EoSE:-70
CIA:-30

Business Communication Skills

Course Learning Objectives:

1. To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program.
2. To understand the various types of business communication media are covered.

Unit I: Introduction: Concept, objectives and importance of Business Communication, Principles of effective Communication, Types of Communication. Media of Communication: Written, oral, face to face, Visual, audio-visual, modern media-telex, fax, Tele Conferencing. E-mail media, Non-verbal communication, Kinesics Effects, Comprehension of reality.

Unit II: Barriers to Communication: Wrong choice of Media, Physical barriers, Semantic barriers, Different Comprehension of reality. Socio-Psychological barriers.

Unit III: Business Letters: Layout, kinds of business letter - Interview, Appointment, Acknowledgement, Promotion, Inquiries, Replies, Orders, Sales, Circular, Complaints.

Unit IV: Practical Aspects of Business Communication: Report Writing, Public Speaking, Seminar, Presentation, Interview, Group Discussion, Effective Listening.

Suggested Books and References:

1. K.K. Sina, Business Communication, Galgotia Publishers Cooperative. New Delhi.
2. C.S. Rayudu, Media and Communication Management, Himalaya Publishing House, Bombay.
3. Rajendra Pal and J.S. Korlhali, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
4. Nirmal Singh, Business Communication (Principles, Methods and Techniques), Deep & Deep Publication Pvt.Ltd., New Delhi.
5. R.C. Sharma, Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
6. M. Balasubrahmanyam, Business Communication, Vani Education Books.

Course Learning Outcome

1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction.