

SEMESTER - I

Business Communication

Computer Code-1002

Module 1.2

Evaluation Pattern: Internal Evaluation 25 Marks

External Evaluation 75 Marks

Unit	Topic	Weight age %	No. of Periods
	<i>Objective:</i> T familiarizes students with business communication theory and techniques.		
1	<u>Introduction to Communication:</u> The concept of communication; Definitions of communication; Process of effective communication; Significance of feedback; Attributes of communication Importance of communication in corporate world. <u>Methods of Verbal Communication:</u> Nature & definition of Verbal Communication; Oral communication- definition, advantages & Disadvantages; Written communication- definition, features, advantages & disadvantages in business world. Tips for making verbal communication effective.	25	15
2	<u>Formal dimensions of corporate communication:</u> a. Introduction & Hierarchical structure b. Downward- definition, merits & demerits	25	15

	<p>c. Upward- definition, advantages and disadvantages. d. Horizontal- definition, strengths and limitations.</p> <p><u>Informal dimensions of communication:</u> Nature & Importance. Grapevine communication- definition & salient features. Advantages & disadvantages of grapevine. Types of grapevine chains. Effective use of grapevine</p>		
3	<p><u>Listening & Improving communication:</u> a. Nature & definition of Listening b. Process of effective listening c. Barriers of effective listening d. Guidelines for effective listening</p>	25	15
4	<p><u>Business English:</u> Introduction & Importance of English in business. Commercial English. Features of Commercial English. English for Business.</p>	25	15
	Total	100	60

Suggested Readings:

1. Basic Course for Spoken English, Dr. S.L.Kudchedkar, An SNTD Publication
2. Writing Skills, Dr, Aayesha Banatwala, An SNTD Publication
3. Strengthen Your English, Narayanswami, Orient Longman Publication
4. Business Communication, Rai and Rai, Himalaya Publication 2006.

