

6305 BUSINESS COMMUNICATION

Objectives

The course is aimed at equipping the students with the necessary & techniques and skills of communication to inform others, inspire them and enlist their activity and willing cooperation in the performance of their jobs.

Course Contents

1. Importance and nature of business communication; Effective Communication skill; process of communication; Barriers and gateways in communication.
2. Dos and Don'ts of Business writing; Commercial letters; Writing Business reports.
3. Oral Communication-presentations of reports, public speaking,
4. Negotiations, type of Negotiations and Strategies of negotiations.
5. Legal aspects of Business communication, Group Discussions, Mock interviews, Mannerism.

Suggested Readings

1. *Bowman, Joel P and Branchaw, Bernadine P. "Business Communication: From Process to Product". 1987. Dryden Press, Chicago.*
2. *Hatch, Richard. "Communicating in Business". 1977 Science Research Associates, Chicago.*
3. *Murphy, Herta A and Peck, Charrles E. "Effective Business Communications". 2nd ed. 1976. Tata McGraw Hill, New Delhi.*
4. *Pearce, C Glenn etc. "Business Communications: Principles and Applications". 2nd ed. 1988. John Wiley, New York.*
5. *Treece, Maira. "Successful Business Communications". 3rd ed. 1987. Allyn and Bacon Boston.*