

COMMUNICATION SKILLS

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OBJECTIVE:

- To understand how communication works, and to manage the assumptions more effectively. Helps students communicate effectively, appropriately and clearly in all situations.

UNIT I COMMUNICATION IN BUSINESS 9

Systems approach- forms - functions and principles of communication - management and communication- communication patterns - barriers to communication - interpersonal perception – SWOT analysis -Johari Window - Transactional Analysis.

UNIT II NON-VERBAL AND INTERCULTURAL COMMUNICATION 9

Importance of non-verbal communication - personal appearance - facial expressions- movement- posture –gestures - eye contact –voice - beliefs and customs- worldview and attitude.

UNIT III ORAL COMMUNICATION 9

Listening - types and barriers to listening - speaking - planning and audience awareness - persuasion- goals - motivation and hierarchy of needs - attending and conducting interviews-participating in discussions, debates - and conferences - presentation skills- para-linguistic features -fluency development strategies.

UNIT IV BUSINESS CORRESPONDENCE 9

Business letter - principles of business writing- mem- os -e-mails – agendas- minutes- sales letter- enquiries- orders- letters of complaint- claims and adjustments- notice and tenders- circulars- letters of application and résumé.

UNIT V BUSINESS PROPOSALS AND REPORTS 9

Project proposals- characteristics and structure- Project reports – types- characteristics,-structure-Appraisal reports – performance appraisal, product appraisal- Process and mechanics of report writing- visual aids- abstract - executive summary- recommendation writing- definition of terms.

TOTAL: 45 PERIODS

OUTCOME:

- Students will be able to identify barriers to effective communication and learn how to overcome them.
- Develop good managerial communication skills
- Ability to excel in different forms of written communication required in a business context
- Develop good presentation skills
- In-depth understanding how to prepare Business reports

REFERENCE BOOKS:

1. Lesikar, Raymond V., John D Pettit, and Mary E FlatlyLesikar"s, "Basic BusinessCommunication", Tata McGraw-Hill, 11th edition, New Delhi, 2007.
2. Gerson, Sharan J., and Steven M Gerson, "Technical Writing: Process and Product", PearsonEducation, New Delhi, 8th Edition, 2013.
3. Murphy, Herta, Herbert W Hildebrandt, and Jane P Thomas, "Effective BusinessCommunication", 7th ed. Tata McGraw-Hill, New Delhi.
4. Bovee, Courtland and John V Thill, "Business Communication Today", Pearson Education, NewDelhi, 11th edition, 2012.
5. McGrath, E. H., S. J, "Basic Managerial Skills for All", Prentice-Hall of India, New Delhi, 8th ed.2011.
6. Raman, Meenakhshi, and Prakash Singh, "Business Communication", O U P, New Delhi, 2ndEdition, 2012.
7. Stuart Bonne E., Marilyn S Sarow and Laurence Stuart, "Integrated Business Communication in aGlobal Market Place",3rd ed. John Wiley India, New Delhi, 2007.
8. Guffey, Mary Ellen., "Business Communication: Process and Product", Thomson andSouthwestern, 7th edition, 2010.