

<b>Course Code: 510103</b>	<b>Marks: 100</b>	<b>3 Credits</b>	<b>Class Hours: 45</b>
<b>Course Title:</b>	<b>Business Communication &amp; Report Writing</b>		

1. **Introduction:** Nature, Process and Importance of Communication, Types of Communication (Verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.
2. **Business Correspondence:** Letter Writing, Presentation, Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tenders, Sales Letters, Claim & Adjustment Letters and Social Correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job Application Letter, Preparing the Resume.
3. **Major Media of Oral Communication:** Speech, Characteristics of Good Speech, Importance of Speech, Advantages and Disadvantages of Speech, Face to Face Conversation, Advantages and Disadvantages of Face to Face Conversation, Interview, Objectives and Types of Interview.
4. **Non-Verbal Communication:** Definition & Importance of Non-Verbal Communication, Symbols, Gestures, Kinesics, Visual Communication.
5. **Report Writing :** Identify the Types of Reports, Define the Basic Format of a Report, Identify the Steps of Report Writing, Write a Report Meeting the Format Requirements, Determine the Process of Writing a Report, Importance of Including Visuals such as Tables, Diagrams and Charts in Writing Report, Apply Citation Rules (APA Style Documentation) in Reports.
6. **Business language and presentation:** Importance of Business Language, Vocabulary Words Often Confused, Words Often Miss Pelt, Common Errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power Point Presentation, Visual aids.
7. **Technology and Business Communication:** Role, Effects and Advantages of Technology in Business Communication Like, Email, Text Messaging, Instant Messaging and Modern Techniques Like, Video Conferencing, Social Networking. Strategic Importance of E-Communication.

**Recommended Books:**

1. Bovee, and Thill (2012). *Business Communication Today*, 14<sup>th</sup> Edition, Pearson Education, India.
2. Shirley, Taylor (2005). *Communication for Business*, 4<sup>th</sup> Edition, Pearson Education, India.