**First Semester**

**Paper Name : PG 102 : Business Communication**

**Module I:**

1. **Principles of Communication:**  2L

Definition, Purpose, Process, Types

1. **Verbal Communication:** 2L

Target group profile, Barriers of Communication, Listening, Feedback, Presentation Skills, Conversation Control, refection and empathy

1. **Use of Aids, & Tools (like Excel, Powerpoint) Public Speaking, Practice Presentation** 5L
2. **Non Verbal Communication** 1L
3. **Written Communication** 1L + 2P

Composing Business Messages, Preparing Notes, Style, Punctuation, Using simple words.

**5. Report Writing**  1L + 1P

Report Writing and Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points

**Module II:**

**1. Internal Communication**  2L + 2P

Circulars, Notices, Memos, Agenda and Minutes

**2. External Communication** 2L + 2P

Resume/CV, Using Facsimiles (Fax), E-mail etiquette

**3. Writing Business Letters** 3L + 3P

Formats, Styles, Types

**4. Handling Business Information** 2 L + 2P

. Annual Report, Press Release.

**Module III:**

1. **Advanced Visual Support for business presentations:** 3L

Types of visuals, media selection, impact of technological advancements on communication.

1. **Communication networks** 2L + 2P

Intranet, internet, teleconferencing, video conferencing, elements of presentation using technology.

**Module IV:**

1. **Negotiation** 1L + 1P

What is negotiation, need, factors affecting negotiation, stages, and negotiation strategies?

**Module V:**

1. **Case method of Learning** 1L + 1P

Reading and analyzing a case, dos and don’ts for case preparation – using a given business situation and finding a solution.

* **TextBooks:**
  + Business Communication : Concepts, Cases And Applications –Chaturvedi P. D, & Mukesh Chaturvedi,2/e, Pearson Education,2011
  + Kaul , Asha - Effective Business Communication, Prentice Hall
  + Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill

* **Reference Books**:
  + IIMA Business 17 Books Persuasive Manager- Author - M.M. Monippally – Amazon.in
  + Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press.
  + Raman, M & Singh, P - Business Communication, OUP
  + Taylor, Shirley - Communication for Business, 4th Edn.-Pearson Education.
  + Ted Talks on communication and presentation.