

## **BUSINESS COMMUNICATION**

<b>Sem</b>	<b>Subject code</b>	<b>Category</b>	<b>Lecture</b>		<b>Theory</b>		<b>Credit</b>
			<b>Total Hrs</b>	<b>Hrs per week</b>	<b>Total Hrs</b>	<b>Hrs per week</b>	
<b>I</b>		Core paper - II	75	5	75	5	4

### **COURSE OBJECTIVE:**

To develop business communication skills among the students. It enables learner to have an insight about various communication tools and barriers to communication.

### **COURSE OUTCOMES:**

**On Successful completion Of the Course the student will be able:**

<b>CO Number</b>	<b>CO STATEMENT</b>	<b>Knowledge level (K1-K4)</b>
<b>CO1</b>	To understand the concept, process and importance of communication.	K1
<b>CO2</b>	To develop skills of effective communication: Both written and Oral.	K1
<b>CO3</b>	To know and understand various business correspondence.	K2
<b>CO4</b>	To understand about the Report writings.	K2
<b>CO5</b>	To know the various forms of modern communication and its application in business.	K2

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze**

## MAPPING WITH PROGRAMME OUTCOMES

<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	M	S	S	S	S	S
<b>CO2</b>	M	S	S	S	M	S
<b>CO3</b>	S	S	M	S	S	S
<b>CO4</b>	S	S	M	M	S	M
<b>CO5</b>	S	S	S	S	S	S

**S – Strong; M – Medium; L – Low**

### **UNIT- I Introduction to Business communication**

**15 Hours**

Definition – Essential and importance - communication process - Methods of communication- objectives - Types of communication - Principles of effective communication - Barriers to communication- Overcoming communication barriers.

### **UNIT –II Business Correspondence 15 Hours**

Business letter-Needs - Kinds of a business letter - Layout of a letter-Application for employment and resume- Enquires & replies -Offer and quotation -Execution of orders – Cancellation of orders – Letter of complaints – Collection letters.

### **UNIT- III Bank Correspondence**

**15 Hours**

Bank correspondence-Import and export correspondence- Insurance correspondence - Letter to the agency - Status enquiry – Tenders - Company correspondence - Duties of Secretary - Correspondence with directors and shareholders.

### **UNIT- IV Report Writing**

**15 Hours**

Report – Meaning –Importance -Characteristics of a good report - Principles of writing reports - Types of reports-structure of reports – Meetings – objectives – Classification –Agenda – Minutes – Memos - office orders – Circulars - Notices.

## UNIT- V Modern Forms of Communication 15 Hours

Internet - E-mail – Telephone- Fax - Video conferencing – Cell phone - Smartphone – Intercom - websites and their use in business

### TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	K.K Sinha	Business communication	Vrinda <i>Public</i> <i>ation</i> (P) Ltd	2012
2	C.S. Rayudu	Media and communication management	Himalaya Publishing House, Bombay.	2011
3	Rajendra Pal and J.S Korhalli	Essentials of Business communication	Sultan Chand & Sons, New Delhi.	2010
4	Nirmal Singh	Business Communication ( Principles, Methods and Techniques)	Deep & Deep Publications Pvt.Ltd., New Delhi.	2006

### REFERENCE BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	M. Balasubrahmanyam	Business communication	Vikas publishing house Pvt.,	1979

2	N.S. Raghunathan & B. Santhanam	Business communication	Margham publications	2017
3	US Rai, SM Rai	Business communication	HPH	2013
4	Penrose	Advanced Business Communication	South-Western Pub	2000

## **TEACHING METHODOLOGY:**

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

## **SYLLABUS DESIGNER:**

**Mrs. A. Kalaiselvi**, Assistant Professor, Department of Management Studies, D.K.M College for Women.