

Objective:

To develop written and oral business communication skills particularly, interviews, group discussions, presentation skills, negotiating and bargaining and to provide knowledge on modern communication methods, business letters, preparation of resume, Public speech and so on, are taught.

UNIT I

Business Communication: Meaning, Importance of effective business communication, Barriers to communication, Modern communication methods, Business letters, Need, Functions, Kinds. Essentials of effective business letters,- Layout of effective business letters.

UNIT II

Enquiries: Offer, Quotations, Trade Enquiries: Orders and their Execution, Extension of time for execution of orders, Declining orders. Credit and Status Enquiries: Complaints and Adjustments: Collection Letters: Statement of accounts, Reminders, Strong reminders and limiting date letters -Sales Letters and Circular Letters.

UNIT III

Business Correspondence: Banking Correspondence: Letters from banker and customer and letters from customers to bankers. Insurance Correspondence: Surrender, Revival and other enquiries related to insurance. Agency Correspondence Letters.

Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

UNIT IV

Interview: Application Letters: Preparation of Resume- Interview: Meaning, Objectives and Techniques for facing various types of Interviews.

UNIT V

Report and Public Speech: Report - Business Report Presentations - Methods of preparing business report for different domains. Public Speech - Characteristics of a good Speech.

Books for Reference:

1. Rajendra Pal and Korlahalli, 'Essentials of Business Communication', Sultan Chand & Sons, New Delhi, 2006.
2. Ramesh M.S. and Pattanshetti C.C., 'Business Communication', Sultan Chand & Sons, New Delhi, 2003.
3. Rodriguez M.V. 'Effective Business Communication', Sultan Chand & Sons, New Delhi, 2006.