

Business Communication I

Modules

1. Theory of Communication
2. Obstacles to Communication in Business World
3. Business Correspondence
4. Language and Writing Skills

Theory of Communication

Concept of Communication:

Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication

Channels and Objectives of Communication: Channels-

Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine

Objectives of Communication:

- Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)

Methods and Modes of Communication:

Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette

Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given)
Facsimile Communication [Fax]

Computers and E- communication Video and Satellite Conferencing

Obstacles to Communication in Business World

Problems in Communication /Barriers to Communication:

Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers

Listening:

Importance of Listening Skills, Cultivating good Listening Skills – 4

Introduction to Business Ethics:

Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility

Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:

Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,

Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace

Piracy, Insurance, Child Labour

Business Correspondence

Theory of Business Letter Writing:

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,

Personnel Correspondence:

Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation

[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

Language and Writing Skills

Commercial Terms used in Business Communication

Paragraph Writing:

Developing an idea, using appropriate linking devices, etc

Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]

Activities

- Listening Comprehension
- Remedial Teaching
- Speaking Skills: Presenting a News Item, Dialogue and Speeches
- Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.
- Reading Comprehension: Analysis of texts from the fields of Commerce and Management