

## **COURSE TITLE: BUSINESS COMMUNICATION**

**Semester: I**

**Course Code: 12BB11K5**

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**Unit I** – Communication Models, Barriers in Communication, Business Correspondence: Principles of Effective Writing; Letter Writing; CVs and Applications; Memoranda; Business Claims and Responses; Business Proposals; Meetings, Agenda and Minutes.

**Unit II** - Report Writing: Process, Structure and Layout; Types & Formats of Reports.

**Unit III** - Presentation Skills: Planning, Structure and Delivery; Strategies for successful speaking and listening.

**Unit IV** - Telephone and E-mail Etiquette: Basics of Telephone and E-mail Etiquette.

**Unit V** - Cross-Cultural Communication: Cross-cultural issues which affect Communication across different Cultures

### **a) Recommended Text Book(s):**

1. Basic Business Communication, “Lesikar & Flatley” Tata McGraw-Hill Publishing Company Ltd

### **b) Reference Books:**

1. Business Communication – Urmila Rai & S.M.Rai – Himalaya Publications
2. “Business Communication” *Kitty O Locker*, Stephen Kyo- Tata McGraw-Hill Publishing Company Ltd.