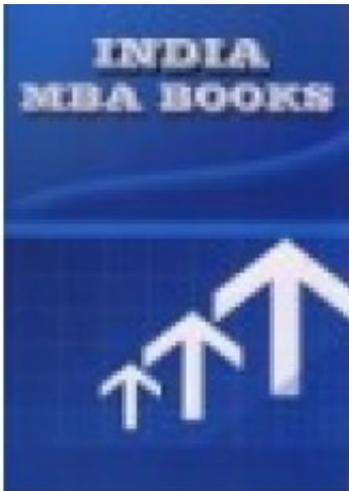


# BUSINESS COMMUNICATION



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#### BUSINESS COMMUNICATION

##### UNIT I :

Introduction: Role of communication - defining and classifying communication - purpose of communication - process of communication - characteristics of successful communication - importance of communication in management - communication structure in organization - communication in crisis

##### UNITII:

Oral communication: What is oral Communication - principles of successful oral communication - what is conversation control - reflection and empathy: two sides of effective oral communication - effective listening - non - verbal communication. Written communication: Purpose of writing - clarity in writing - principles of effective writing - approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing - Writing - Revising - Specific writing features - coherence - electronic writing process.

##### UNITIII:

Business letters and reports: Introduction to business letters - writing routine and persuasive letters - positive and negative messages- writing memos - what is a report purpose, kinds and objectives of report writing. Presentation skills: What is a presentation - elements of presentation - designing a presentation. Advanced visual support for business presentation types of visual aid

##### UNITIV:

Employment communication: Introduction – writing CVs – Group discussions – interview skills Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing, Case Studies

**UNIT V :**

Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings, Media management – the press release press conference – media interviews Seminars – workshop – conferences, Business etiquettes, Case Studies