

BUSINESS COMMUNICATION



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BUSINESS COMMUNICATION

UNIT- I

Introduction: Meaning- Importance - Objectives - Principles of Communication- Forms

of communication- Communication Process- Barriers of effective communication- Techniques of effective communication.

UNIT -II

Oral Communication & Written Communication- Oral communication- Principles of successful oral communication- Effective oral communication- Effective listening, Non-verbal communication- Body language- Paralanguage- Purpose of writing- Clarity in writing- Principles of effective writing- Writing techniques.

UNIT- III

Business Letters and Case Methods- Introduction to Business Letters- Types of Business Letter Layout of Business Letter-Writing Memos- Purpose- Kinds and Objectives of Reports-Writing Reports-Understanding the Case Method of Learning- Different Types of Cases- Overcoming the Difficulties of the Case Method-Reading a Case Properly (previewing, skimming, reading, scanning)- Case analysis approaches (systems, behavioral, decision, strategy)- Analyzing the Case.

UNIT- IV

Employment & Group Communication-Writing CVs- Group discussions Interview- Types of Interview- Interviewers Preparation-Meetings- Notice- Planning Meetings- Objectives Participants- Timing- Venue of Meetings- Leading Meetings-Minutes of Meeting- Media Management- The Press Release - Press Conference.

UNIT -V

Presentation Skills and Personality Development: Presentation: elements of presentation, designing a presentation- Advanced visual support for business presentation- Types of visual aid Appearance & Posture- Practicing delivery of presentation- Self Exploration- Character building Ethics- morality and values- Vision and goal setting- Time and Stress Management

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