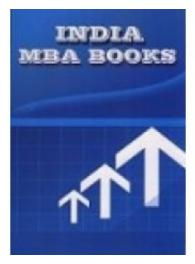
Business Communication Skills



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Business Communication Skills

UNIT-I

Business communication: Definition, Nature, Process and classification of communication; Importance of communication in management; barriers to communication, overcoming barriers to communication, effective

communication; contemporary issues in communication. UNIT-II

Communication skills: Listening skills- Listening process,

types of listening, barriers to listening, improving listening abilities; presentation skills; communication skills for interviews and Group discussions; Basic interviewing skills- Board room Interview preparation, Expressive behavior, Techniques for removing anxiety, fear and inhibitions.

UNIT-III

Nonverbal communication: Body language, Kinesic communication, proxemic communication, haptic communication, paralinguistic communication, Chromatic communication, chronomatic communication,; Business etiquettes- introduction, etiquettes, exchanging business cards, shaking hands, e mail etiquettes, telephone etiquettes, telemarketing etiquettes, elevator, dressing and grooming etiquettes, dining etiquettes.

UNIT-IV

Written communication: Report writing-process of report writing, structures of business reports, business letter components and layout, types of letters; memos, notices and circulars; agenda and minutes of meeting, preparing curriculum vitae.