

Semester	I	Specialization	NA
Course Code	108	Type	Generic - Elective
Course Title	Business Communication Lab		

Course Objectives:	
1	To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
2	To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.
3	To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>1.1 Introduction to Managerial Communication: Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, Feedback.</p> <p>1.2 Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz. Types of managerial speeches - Presentations and Extempore - speech of introduction, speech of thanks, occasional speech, theme speech.</p> <p>1.3 Group communication: Meetings, group discussions.</p> <p>1.4 Other Aspects of Communication: Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.</p>	3 + 7
2	<p>Managerial Writing: Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV , job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes</p>	2 + 5
3	<p>Effective Presentations: Principles of Effective Presentations, Principles governing the use of audiovisual media.</p>	1 + 1
4	<p>Interview Skills: Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews,</p>	2 + 3

	web /video conferencing, tele-meeting.	
5	Report Writing: Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.	2 + 4

Note:

The emphasis of the entire subject should be on practical aspects.

Learning Resources:

1	Text Books	<ul style="list-style-type: none"> Essentials of Business Communication by Rajendra Pal & J.S. Korlahalli, Sultan Chand & Sons, 8th Edition Business Communication by Meenakshi Raman & Prakash Singh, Oxford, 2006 Basic Business Communication Skills for Empowering the Internet Generation by Lesikar, R.V. & Flatley, M.E., TMGH , New Delhi. The Essence of Effective Communications by Ludlow, R. & Panton, F. , Prentice Hall of India Pvt. Ltd.
2	Reference Books	<p>Communication by C. S. Rayadu, HPH, 8th Revised Edition, 2007</p> <p>Business Correspondence & Report Writing by R. C. Sharma & Krishna Mohan, Tata McGraw Hill, 4th Edition, 2011</p> <p>Developing Communication Skills by Macmillan, 2nd Edition</p> <p>Professional Presentations by Malcolm Goodale, Cambridge University Press, South Asian Edition</p>
3	Supplementary Reading Material	<p>Business Communication - Harvard Business Essentials Series, HBS Press</p> <p>Effective Communication by Adair, J. , Pan Macmillan</p> <p>Excellence in Business Communication by Thill, J. V. & Bovee, G. L, McGraw Hill, New York.</p> <p>Business Communications: From Process to Product by Bowman, J.P. & Branchaw, P.P., Dryden Press, Chicago.</p>
4	Websites	<p>www.businesscommunicationskills.com</p> <p>www.kcittraining.com</p> <p>www.mindtools.com</p> <p>www.businesstrainingworks.com</p>