ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

II SEMESTER **SKILL DEVELOPMENT COURSE** Time:2Hrs/week

# BC 2001(2) BUSINESS COMMUNICATION Marks:50

(w.e.f: 2020-2021-‘20AH’) **SYLLABUS**

## Learning Outcomes:

After successful completion of this course, students will be able to;

1. Understand the types of business communication and correspondence
2. Comprehend the processes like receiving, filing and replying
3. Acquire knowledge in preparing good business communications
4. Acquaint with organizational communication requirements and presentations.

## SYLLABUS:

**UNIT – I:** 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

**UNIT – II:** 10hrs

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

**UNIT – III:** 10hrs

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication - Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

## Recommended Co-curricular Activities: (04hrs)

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

## Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. [www.swayam.gov.in](http://www.swayam.gov.in/)
4. Websites on business communication

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