
Title: Business Communication
Credit Hours: 3

Code: MGMT 312
Year /Semester: I/I

48 Hours

Course Objectives:

The core objective of this course is to generate understanding in students the significance of various forms of communication and different techniques and model of formal communication in an organization. The course also intends to impart basic communication approaches to best support organizational performance and better human relationship within an organization.

Unit 1 Communication

6 Hours

Meaning, Objectives, Process, Nature and Scope of Business Communication, Modern Forms of Communication, Four levels of Business Communication, Barriers to Effective Communication, Characteristics of Good Communication, 7 C's of Communication

Unit 2 Grammar

14 Hours

Grammar Rules: Agreement between Pronoun and Antecedent, Agreement between Subject and Verb, Comma Splice, Faulty Pronoun Reference, Fragments, Fused Sentence, Modification, Parallelism

Punctuation: A Apostrophe; Colon, Comma, Dash, Ellipses, Exclamation Point, Hyphen, Parentheses, Period, Question Mark, Quotation Marks, Semicolon

Vocabulary: Frequently Confused Words, Frequently Misused Words, Frequently Misspelled Words, Transitional words and Phrases

Unit 3 Business Letters

10 Hours

Needs and Function of Business Letters, Planning and Layout of Business Letter, Kind of Business Letters (Letters of Inquiry, Cover Letters, Good News Letters, Bad News Letters, Complaint Letters, Adjustment Letters, Sales Letters), Essentials of Effective Correspondence.

Unit 4 Report and Proposals

10 Hours

Report: Definition, Purpose, Types of Reports (Trip Reports, Progress Reports, Lab Reports, Incident Reports, Meeting Minutes), Process, (Pre-Writing Research Techniques, Writing and Rewriting)

Purpose: Definition, Purpose, Title Page, Cover Letter, Tables of Contents, List of Illustration, Abstract, Introduction, Discussion, Glossary, Reference Books, Appendix, Process (Pre-Writing, Writing, Rewriting).

Unit 5 Developing CVs

8 Hours

Key Resume Components, Planning, Writing and Completing Your Resume

Interview: Application Letters, Application Follow ups, What Employers look for in an Interview, Pre Employment, Testing, Preparing for Job Interview, Interview, Interviewing for Success, Following up After the Interview.

Reference Books:

1. Gerson, Stven M. Gerson: *Technical Writing* (5th Edition). Pearson Education.
2. John V. Thill, Mukash Chaturvedi: *Business Communication Today* (9th Edition). Pearson Education, Courtland L. Bovee.
3. Rajendra Pal and J.S. Korlhall, *Essential of Business Communication* (latest edition), New Delhi: Sultan Chand and Sons.
4. Lesikar, Flatley, and Rentz, Pande: *Business Communication*, (latest edition), Mc Grawhill Publication.