

MS-105 : Business Communication

Objectives

The course is aimed at equipping the students with the necessary & techniques and skills of communication to inform others, inspire them and enlist their activity and willing cooperation in the performance of their jobs.

Course Contents

- I. Importance and Nature of business communication; Effective Communication skills; process of communication; Barriers and gateways in communication, Kinds of communication –interpersonal, group, advertising, public relations and mass communication.
- II. Written Communication: creative appreciation of writing in English, Dos and Don'ts of Business writing; Commercial letters; Writing Business reports, Writing for journals, newspapers, magazines.
- III. Oral Communication-presentations of reports, public speaking,
- IV. Negotiations, Types of negotiations, Strategies of negotiations, Conducting Meeting, business presentations, writing business letters, memos, reports, minutes of meeting.
- V. Legal aspects of Business communication, Group Discussions, Mock interviews, Mannerism

Suggested Readings

1. *Bowman, Joel P and Branchaw, Bernadine P. "Business Communication: From Process to Product". 1987. Dryden Press, Chicago.*
2. *Hatch, Richard. "Communicating in Business".1977 Science Research Associates, Chicago.*
3. *Murphy, Herta A and Peck, Charrles E. "Effective Business Communications". 2nd ed. 1976.Tata McGraw Hill, New Delhi.*
4. *Pearce, C Glenn etc. "Business Communications: Principles and Applications". 2nd ed. 1988. John Wiley, New York.*
5. *Treece, Maira. "Successful Business Communications".3rd ed. 1987.Allyn and Bacon Boston.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

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