The Learning Outcomes of this course are as follows:

1. summarise the different concepts of Business Communication.

2. interpret the vocabulary to be used in business.

3. demonstrate the different types of Correspondence or letter writing skills.

4. describe the different approaches to report writing.

5. demonstrate the Business presentation.

Unit I: Introduction (16 hours) Meaning, process, characteristics, objectives, importance, methods/types of communication: based on relationship (internal & external); based on expressions (verbal & Non-verbal) and the basis of flow (downward, upward, horizontal and diagonal/crosswise), Persuasive Communication, 7Cs of Communication, Barriers to Effective Communication and tips to overcome the barriers.

Unit II: Communication and Technology (8 hours) Communication through modern technology – different apps, virtual and online video conferences - Google Meet, Zoom, Microsoft team etc., netiquettes.

Unit III: Modern Business Correspondence (16 hours) Internal: Formal & Informal Correspondence -- Memorandum, Office Order, Circular, Meeting, Notice, Agenda & Minutes.External: Formal Correspondence- Routine letters (enquiry, quotation, orders and acceptance, release of payment), Sales Letters (a proposal, promotional, follow-up, mailshots), Agency Letters (status enquiries, seeking finance), Problem letters (complaint, collection/dunning, concession). Personnel: Job Application letter, Preparing the Resume, CV and Portfolio. E-Correspondence: Emails, Blogs, Chat Rooms, Discussion Forums, Social Networking, Online news releases, and Company newsletters.

Unit IV: Report Writing (12 hours) Meaning, Types of Business Reports, characteristics, importance, the structure of a report, Organization of Report –Long reports & Short reports (letter form, memorandum form, minutes form).

Unit V: Oral/Visual Presentation (8 hours) Importance, Characteristics, Presentation Plan, Visual Presentation – diagram/flowchart.

Practical Exercises: The learners are required to:

1) Practice learning the use of different types of communications conducting their class meetings online/offline.

2) Learn the different rules of vocabulary to be used in Business Communication.

3) Practice making the drafts of all types of letters for correspondence including agenda, minutes etc.

4) Prepare at least one report as per your choice relating to any business/college event. 5) Present diagram/piktochart/flowchart on any relevant topic of this paper in the class. Essential/

Recommended readings

● Bhatia, R.C.(2018). Business Communication, New Delhi: Anne Books Pvt. Ltd.

● Gupta, C.B. (2019) Essential Business Communication, New Delhi: Cengage Learning India Pvt. Ltd. ● Khanna, P. (2016). English Communication New Delhi: Vikas Publishing House Pvt. Ltd.

● Lehman, C. M., D. D., & Sinha., M. (n.d.). Business Communication. Cengage Learning India Pvt. Ltd.

● R. P., & Korlahalli, J. S. (2008). Essentials of Business Communication. New Delhi: Sultan Chand & Sons.

● Taylor, S., & Chandra, V. (2005). Communication for Business. New Delhi: Pearson Education Ltd. Suggestive

Readings: https://www.youtube.com/embed/6IIh9trXgyQ (Source: epg pathshala) https://www.youtube.com/embed/t-DzqqIaiM8 (Source: epg pathshala)