

COURSE NO: THMC-110

TITLE: BUSINESS COMMUNICATION

TOTAL CONTACT HOURS:

(60 HOURS)

Objectives of the course:

To enable students to recognize different types of career and corporate life skills required to facilitate better understanding of being a professional in the industry. Students learn strategies and techniques for effective listening, informational, persuasive and public speaking, meetings, interviewing and group interaction. They also learn some of the modern tools of business communication.

Module 1: Introduction to Business Communication

(5 Hours)

Today's Communication challenges.Importance of effective communication in an organization.Components of communication.Verbal & Non-verbal communication. 7 C's of Communication.

Module 2: Business Writing

(18 Hours)

Significance of good resume.Highlighting KSA's; types of resumes; writing of resumes.Writing Business letters such as application letters, covering letters, memos, circulars, notices, minutes of meetings and reports. Developing an understanding of different techniques and strategies for effective business messages for writing effective managerial messages such as memos, e-mails and letters and imparts skills of group interaction and other business related areas.

Module 3: Presentation Skills

(10 Hours)

Need for effective presentation skills. Presentation design, content, delivery.Handling of questions and answers.Use of humor, audio visuals, presentation aids.

Module 4: Oral Communication, Etiquettes (and Body Language)

(8 Hours)

Introduction to body language.Definition, scope.Life skills, employability skills, corporate skills.Power of body language. Facial actions, eye contact, forced smiles. Awareness of body movements.Power of confidence.Position and posture. Mirror as a tool of self-analysis. Self-awareness of body movements. Barriers: body language mistakes, facial expressions, gender differences. Case studies.

Module 5: Organizational Tools of Business Communication

(4 Hours)

Importance of using the right tools for effective business communication. Introduction to some of the preferred tools of business communication including House Organs (newsletters, brochures, magazines), print advertisements, electronic media, PR etc.Case studies.

Module 6: Websites and Social Media

(15 Hours)

Media Tracking - website, newspapers, magazines, journals, etc. Analysis of organizational websites and social media pages such as LinkedIn, Facebook, Twitter and Wikipedia as tools of business communication. Case studies.

Recommended Reading list:

1. Hariharan, S., Sundararajan, N. and Shanmugpriya, S. (2010): *Soft Skills*, M G P Publishers
2. Hudson, Randolph H. and Selzler, Bernard (2008): *Business Communication - concepts and Application in an Electronic Age*, Jaico Pub. House., Mumbai
3. Bovee, Courtland and Thill, John (2006): *Business Communication Essentials*, Pearson Publishing, N. Delhi.
4. Krishna Mohan, Meera Banerjee: *Developing Communication Skills*
5. Dale Level, William Galle: *Managerial Communications*
6. William V Haney: *Communication and Interpersonal Relations*
7. Keval J Kumar: *Business Communication: A Modern Approach*