

THIRD SEMESTER

Skill based Subject - PROFESSIONAL COMMUNICATION - 300P1

Objective: To develop ability to communicate clearly, on matters having relevance to day-to-day business operations.

UNIT-I

Teaching Hours - 13

Communication - Definition - Types and patterns of communication - Spoken communication - Written communication - Non-verbal communication - Audio-visual communication and Multimedia communication - Objectives of communication - Horizontal communication - Upward communication - Barriers to communication.

UNIT-II

Teaching Hours - 13

Business Letter - Characteristics - Organization, Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations - Credit and Status Enquiries - Complaints, Claims and adjustments.

UNIT-III

Teaching Hours - 13

Sales Letters - Circulars. Bank Correspondence. Life Insurance Correspondence. Collection letters - Correspondence of a Company Secretary. Report writing - classification - characteristics of Good report.

UNIT-IV

Teaching Hours - 13

Assertive / Positive communication - Assertive training: Negotiation and Compromise - Allophones: accent for grammar for effective speaking - Speaking skills: active listening - listening and responding - Four basic reasoning skills.

UNIT-V

Teaching Hours - 13


Positive resume active verbs - Positive indicators - Interpersonal gestures - Intra & Interpersonal skills - Interpersonal communicational ethics.

(LAB PRACTICAL ONLY)

Career strokes: Online practical modules: Communication skills - Group discussion - Interviews - Team work - Time management - Business awareness

BOOKS RECOMMENDED:

1. Business Communication - Dr. K.K. Ramachandran Macmillan Publication, Mumbai 2007.
2. Essentials Of Business Communication - Rajendra Pal & J.S.Korlahalli Sultan Chand and Sons New Delhi 2007.
3. Business Communication - R.K.Madhukar Vikas Publishing House New Delhi.
4. Business Communication - R.C.Bhatia Ane Books New Delhi.
5. Communication for Business - Shisley Taylor, Pearson


R. Venk

