

BBA I Year	BBA-A201		Semester-II		
	Business Communication(Language : English / MIL)				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	04	50

OBJECTIVE: The importance of communication especially in business and management is well known. This is an introductory course covering these issues.(Practical exercises, games, etc. should be an integral part of this Course to improve the communication skills of the students).

- Basic forms of Communication, Communication models and processes, Audience analysis, Development of positive personal attitudes – SWOT analysis, Whole communication. **(12 Hours)**
- Principles of Effective Communication, formal and Informal Communication, Grapevine, Miscommunication (Barriers), Group Discussions, Seminars, Effective listening. **(12 Hours)**
- Writing Skills –Business letter format, Request and Reply letters; Good news and Bad news letters; Persuasive letters, Office memorandum, Business report preparation. **(12 Hours)**
- Oral Presentation – Principles of Oral presentation, factors affecting presentation, Sales presentation, speeches to motivate, Effective presentation skills, Interviewing Skills – appearing in interviews, Conducting Interviews, Writing resume and letter of application. **(14 Hours)**

SUGGESTED READINGS:

1. Bezborah P., Mahanta K., *Business Communication*. Kalyani Publishers, New Delhi.
2. Kaul A, *Business Communication*. PHI, New Delhi.
3. Pal R & Korlahalli J.S, *Essentials of Business Communication*. S.Chand & Sons, New Delhi.
4. Baugh, Frrayer & Thomas, *How to write first class Business Correspondence*.MacGraw Hills, New Delhi.
5. Borg J. , *Body Language (7 easy lessons to master the silent language)*.Pearson Education,New Delhi.
6. Chaturvedi, P D & Chaturvedi, M. , *Business Communication (Concepts, Cases and Applications)*, Pearson Education, New Delhi.
7. Hudson, R.H., *Business Communication*;5th Edition. Jaico Publishing House, Mumbai.
8. Kitty Locker & Kaczmarek, *Business Communication, Building Critical Skills* McGraw Hill, New Delhi.
9. Krishna Mohan & Meera Banerji, *Developing Communication Skills*. Macmillan India Ltd, New Delhi.
10. Kushal Jin, *Business Communication (B.Com. I)* VK Global Publications Pvt. Ltd., New Delhi.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.