

MBA I Year	MBA-C106		Semester-I		
	Business Communication				
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
<b>3 Hrs.</b>	<b>30 (20+10)</b>	<b>70</b>	<b>100</b>	<b>03</b>	<b>40</b>

**OBJECTIVE:** The Course is aimed at equipping the students with the necessary concepts, techniques and skills of communication to inform others and to inspire and motivate them to get their cooperation in the performance of their jobs. Students are encouraged to follow these skills as self-study and self-driven process.

- Introduction, Importance, Role and Process of Business Communication, Verbal and Non Verbal Communication, Effective Communication, Directions of Communication and Barriers to Communication. **Case Study1:** Profile of an Effective Communicator. **(8 hours)**
- Individual Communication. Letters and Memos, Group Communication. Circulars and Notices, The Process of Writing Commercial letters. Routine Requests & Replies, Claim & Adjustment letter. **(8 hours)**
- Meetings. Agenda and Notice, Press Release, Seminars & Conferences, Group Discussions, Public Speaking, Legal Issues in Communication, Public Relations. **(8 hours)**
- Negotiation Skills, Presentation Skills, Writing a Business Report, Resume and Job Application letter, The Job Interview. **Case Study2:** The Presentation Effect. **(8 hours)**
- Electronic Communication, Fax, E.mail, Internet and Multimedia, Office Administration and Management, Business Etiquette. **(8hours)**

#### SUGGESTED READINGS:

1. Baugh, Frrayer & Thomas (1995). *How to write first class Business Correspondence*. MacGraw Hills, New Delhi.
2. Borg J, (2008). *Body Language. (7 easy lessons to master the silent language)*. Pearson Education, New Delhi.
3. Chaturvedi, P.D. & Chaturvedi, M. (2004). *Business Communication (Concepts, Cases and Applications)*, Pearson Education, New Delhi.
4. Hudson, R.H., (2006). *Business Communication*. 5<sup>th</sup> Edition. Jaico Publishing House, Mumbai.
5. Kitty Locker & Kaczmarek (2010). *Business Communication, Building Critical Skills*. McGraw.Hill, New Delhi.
6. Krishna Mohan & Meera Banerji (2000). *Developing Communication Skills*. Macmillan India Ltd, New Delhi.
7. Lesikar, R.V., Flatley, M.E., Rentz, K. and Pande, N. (2008). *Business Communication: Making Connections in a Digital World*; 11<sup>th</sup> Edition. Tata McGraw.Hill, New Delhi.
8. Murphy Herta A & Peck (1997). *Effective Business Communications*. Tata McGraw Hill, New Delhi.
9. Chopra, R. K. & Chopra, A. (2009). *Office Management*. Himalaya Publishing House, New Delhi.
10. Ober, S. (2007). *Contemporary Business Communication*. PHI, New Delhi.
11. Treece, Malra, (1994). *Successful Business Communication*. Allyn and Bacon, Boston.
12. **Case Study 1:** Chaturvedi, P. D., & Chaturvedi, M. (2013). *Business Communication: Skills, Concepts, and Applications*. PP 1-6. New Delhi: Dorling Kindersley (India) Pvt. Ltd.
13. **Case Study 2:** Chaturvedi, P. D., & Chaturvedi, M. (2013). *Business Communication: Skills, Concepts, and Applications*. PP 240. New Delhi: Dorling Kindersley (India) Pvt. Ltd

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