

IMBA103 – COMMUNICATION SKILLS

Maximum Marks: 100
Semester Examination: 70
Internal Assessment: 30

UNIT – I: INTRODUCTION

Meaning and important of communication in business, the process of communication, models of communication, types of information-order, advise, suggestion, motivation, persuasion, warning and education.

UNIT–II: CHANNELS OF COMMUNICATION

Channel effectiveness, Channel limitations. Media of communication, barriers of communication, approaches to effective communication, tools of communication, Diction, sentence, paragraph, punctuation and report writing.

UNIT–III: GROUP COMMUNICATION

Group communication through committees, conference and other formal communication with public at large, interviews, seminar, symposia and conferences. Specific business communication: essentials of effective business communication structure of business correspondence: inquires and replies, orders and their executions, complaints and adjustment, credit and status inquires, agency letters and sales letters.

UNIT–IV: DRAFTING

Process for drafting Effective Business Message; Letter writing: Good news, Bad news, Informative news, Persuasive news; Memorandum drafting; E-mail writing; Report writing – Short & Long Formal Reports

UNIT–V: STRATEGIES FOR IMPROVING COMMUNICATION

Strategies to improve - reading skills, speaking skills, listening skills; Guidelines to effective public speaking; Developing job application – Covering letter, Resume; Interviewing: Negotiating the job offer

REFERENCES:

1. Lesikar, Petit & Lesikar's, Basic Business, Tata McGraw
2. Poe & Fruchling, Basic Communication, AITBS
3. Diwan & Aggarwal Business Communication Excel
4. Baugh, Frayer & Thomas, How to write first class Business Correspondence, Viva Books