### Veer Narmad South Gujarat University

##### 101 - Business Communication

###### First Year BBA (Semester1) With Effect from June2019

**Objective of the course:**

* To teach the students the art of business correspondence
* To develop written communication skills among students
* To develop managerial soft skills among students

**Pedagogy**

* **For Written skills**

Lectures, Presentation, Learning Videos, Dictation, Writing practices, Audio Visual materials

* **For Soft Skills**

Role-plays, Group discussion, Group activity, Practical Assignments, Brainstorming, Audio visual materials

**Course Content**

**Unit 1EnglishGrammar (15%)**

Tenses, Conjunctions-Usages of (although, though, even though, in spite of, despite, as well as, in case, unless, as long as, as if, for), Prepositions, Voices (Active and Passive), Speeches (Direct and Indirect), Punctuations, Degrees of Comparisons, Adjective Clauses and Noun Clause, Modal Auxiliaries

**Unit 2: Understanding Communication (Theory) (25%)**

Definition, Process, Importance and benefits, Types, Characteristics, Modes of Communication, Role of Verbal and Non-Verbal Communication, 7Cs of Effective Communication, Barriers to effective communication, Overcoming barriers, Conceptual understanding of Phonetics,

**Unit 3: Office Correspondence (Application Based) (30%)**

* Business Letters-What are they, Format,
* Types-Inquiry Letter and its reply, Order Letter & its reply, Sales letter, Memos, Job Application Letter with Cover Letter, Goodwill Letter, Quotation Letter, Complaint & Grievance Letter, Notices /Circulars
* Managing Meetings

o Notices / Circulars, Drafting an agenda, Drafting Minutes, Quorum, Role of chairpersons, Role of members

* Content writing: Content drafting for Promoting a product on social media, Writing views and opinions as managers / CEOs on Twitter,

**Unit 4: Employment Communication (Application Based) (30%)**

* **Resume Writing**

Resume / CV and cover letters

* **Recruitment related correspondence**

Drafting an advertisement for employment, Sending job application letter, Job Offer letters, Resignation Letter, Appointment Letter and other, Effective e-mail management

**Suggested Readings:**

1. *Rajendra Pal and J.S. Korlahalli. Essentials of Business Communication. Sultan Chand & Sons,2004*
2. *AshaKaul.EffectiveBusinessCommunication.NewDelhi:Prentice-HallofIndia,2001*
3. *Business Communication: Lesikar, TATA McGraw hill Publication*
4. *Basic Communication Skills for Empowering the Internet Generation: Lesikar, Tata McGraw Hill Publications*
5. *R. Intermediate English Grammar. New Delhi: Cambridge University: Murphy: Indian Reprint*
6. *Professional Communication: Aruna Koneru, McGraw Hill*
7. *Business Communication Strategies: Mathukutty Monipally, Tata McGraw Hill*