

GOVERNMENT DEGREE COLLEGE, AVANIGADDA - 521121

(Affiliated to Krishna University, Machilipatnam.)

Accredited with “B” Grade by NAAC, Bengaluru

Academic Year: 2020-21

THE DEPARTMENT OF ENGLISH

GENERAL ENGLISH – Semester – II

B.Com Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSE COMMERCE STREAM

BUSINESS COMMUNICATION

Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

Learning Outcomes:

After successful completion of this course, students will be able to;

- 1. Understand the types of business communication and correspondence**
- 2. Comprehend the processes like receiving, filing and replying**
- 3. Acquire knowledge in preparing good business communications**
- 4. Acquaint with organizational communication requirements and presentations.**

SYLLABUS:

UNIT I : 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

UNIT III: 10hrs

**Receiving business communications -Filing and processing -Sending replies.
Routine cycle of communications – Writing Communications - Characteristics
of a good business communication**

**-Preparation of business meeting agenda – agenda notes - minutes –
circulation of minutes –**

Presentations of communication using various methods.

Recommended Co-curricularActivities (04hrs):

- 1. Collection of various model business letters**
- 2. Invited lecture/field level training by a local expert**
- 3. Reading of various business reports and minutes and its analysis**
- 4. Presentations of reports, charts etc.**
- 5. Assignments, Group discussion, field visit etc.**

Reference books:

- 1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts,
Cases and applications - Pearsons Education**
- 2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd**
- 3. www.swayam.gov.in**
- 4. Websites on business communication**

