
SYLLABI-BOOK MAPPING TABLE

Business Communication

Syllabi

Mapping in Book

UNIT I

Introducing the Concept: Meaning, nature and scope of communication, process of communication, characteristics of business communication, importance of effective business communication objectives of business communication types/pattern of business communication; media/channels of business communication principles of business communication; barriers to business communication.

**Unit 1: Concept of Business Communication
(Pages: 3-50)**

UNIT II

Written Communication-I: (a) Business letter writing, (b) business report writing, importance, need, types, techniques, language, structure, planning and drafting.

Written Communication-II: (a) Preparing official communication, circular, notification, amendment, press communiqué, DO letter, telegram. (b) writing proposals, agenda and minutes of meeting. dictating: importance of dictation, suggestions for better dictation, giving instructions and demonstration, clear instructions on individual jobs, suggestions for cutting correspondence costs.

**Unit 2: Written Communication
(Pages: 51-138)**

UNIT III

Oral Communication: Communicating with one: Interviewing-art of effective interviewing, types of interviewing, techniques of interviewing, qualities of interviewer and interviewee, planning of interviewing, process of interviewing. communicating within groups: Presentational speaking-preparation of speech, presentation of speech, guidelines for effective speech making. communicating within groups: discussion and conference participating and leading in conferences, planning and procedure of problem-solving conferences. Importance of body language in interview, speech and conference

**Unit 3: Oral Communication
(Pages: 139-200)**

UNIT-IV

Audio-Visual Communication: Role of audio-visual communication, channels of audio-visual communication, Importance of body language in non-verbal communication, graphic communication, types of graphical display, merits and demerits of graphical display. Role of public relation in business communication, objective of P.R., tools of P.R., interaction between P.R. and journalism. Role of advertisement in business communication, characteristics of effective advertisement, art of effective advertisement, structure of advertisement copy, types of advertisement copy.

**Unit 4: Audio-Visual Communication
(Pages: 201-230);**

**Unit 5: Mass Communication
(Pages: 231-246);**

**Unit 6: Generic Skills and Etiquettes in Business Communication
(Pages: 247-293)**
