

Course No. 201

BUSINESS COMMUNICATION-II (BUCN V)
(For B.Com.General And Six Speciality Courses)

Marks: 80

Hours: 40

Objective: The objective of this course is to develop effective business communication skills among the students.

Course Contents:

- Unit I:** Report Writing: Introduction to a proposal, short report and formal report, report preparation. 20: 10 hrs
- Unit II:** Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills. 20: 10 hrs
- Unit III:** Non Verbal Aspects of Communicating Body Language: Kinesics, Proxemics, Para language, Effective listening, Principles of effective listening; Factors listening exercises; Oral, Written and Video session. 20: 10 hrs
- Unit IV:** Interviewing Skills: Appearing in interviews; Conducting interviews; Writing resume and letter of application. 20: 10 hrs

Text and Reference Books:

1. Balasubramanyum: Business Communication; Vikash Publishing House, Delhi.
2. Kaul: Business Communication: Prentice Hall, New Delhi.
3. Kaul: Effective Business Communication; Prentice Hall, New Delhi.
4. Bezborah, P. & Mahanta K., Business Communication, Kalyani Publisher.
5. Bovee : Business Communication Essential, Pearson, New Delhi.
6. Chaturbedi/Chaturvedi: Fundamentals of Business Communication, Pearson, New Delhi.