

Veer Narmad South Gujarat University

OEC -1 Business Communication

First Year BBA (Semester -1)

With Effect from AY 2023-24

Objectives of the course:

- To teach the students the art of the business correspondence
- To develop written communication skills among students

Pedagogy:

- For Written skills: Lectures, Presentations, Learning Videos, Dictation, Writing practices, Audio- Visual materials
- For Soft skills : Role plays, Group discussion, Group activity, Practical Assignments, Brainstorming, Audio- Video materials

Course Content

Unit -1 Understanding Communication (Theory) (25%)

Definition of Communication, Process of Communication, Different forms of Communication (Verbal, Non-verbal, Intrapersonal, Interpersonal, Mass communication, and Media Communication, Flow of Communication (Horizontal, Vertical {Upward & Downward}, Diagonal/Crosswise, and Grapevine), 7 C's of Effective communication, Barriers to effective communication and overcoming barriers.

Unit 2 - Office Correspondence (Application based) (25%)

Business Letters: What are they? Format of Business Letter, Types of Business Letter: Inquiry letter and its reply, Order letter and its reply, Sales letter, Quotation letter and Grievance letter, Goodwill letters (Congratulatory letter, Sympathy letter and Condolence Letter).

Managing Meetings : Notice, Circular, Agenda of the meeting, Minutes of the meeting.

Unit -3 Technical Writing(Application based) (25%)

- Formal E-mail writing.
- Power Point Presentation with slides.
- Short Formal Reports.

Unit -4 Employment Correspondence (Application based) (25%)

Resume / C.V. with cover letter.

Recruitment related correspondence:

Drafting advertisement for employment, Job offer letter, Appointment letter, Resignation letter.

Suggested Readings

1. Rajendra Pal and J.S. Korlahalli. Essentials of Business Communication. Sultan Chand 4 Sons, 2004.
2. Asha Kaul. Effective Business Communication. New Delhi: Prentice-Hall of India, 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
8. Communication Skills : Sanjay Kumar and Pushp Lata : Oxford : Second Edition