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**Chaudhary Charan Singh
University, UP B.Com GEN Sem 1
syllabus**

Business Communication

Business

Communication

Unit - 1 Introducing business communication

Basic forms of communicating; Communication models and process; Effective communication; Theories of communication; Audience analysis; Principles of effective communication

Unit - 2 Self - Development and Communication

Development of positive personal attitudes; SWOT analysis; Vot's model of interdependence; Whole communication. Corporate communication: Formal and in informal communication networks; Grapevine; Miscommunication(Barriers),Improving communication. Practices in business communication; Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and Reports writing.

Unit - 3 Writing skills

Planning business messages; Rewriting and editing; The first draft; Reconstructing the final draft; Business letters and memo formats; Appearance; Persuasive letters; sales letters; collection letters; office memorandum. Report writing: Introduction to a proposal, short report and formal report, Report

preparation. Oral presentation; Principles of oral presentation, Factors affecting presentation, Sales presentation, Training presentation, Conducting surveys, speeches to motivate, Effective presentation skills.

Unit - 4 Non-verbal aspects of communicating

Body language; kinesics proxemics, Para language. Effective listening; Principles of effective listening; Factors affecting listening exercise; oral written and video session Interviewing skills: Appearing in interviews; Conducting interviews; Writing resume and letter of application.

Unit - 5 Modern Forms of Communicating

Fax; E-mail; Video conferencing; etc. International Communication: Cultural sensitiveness and cultural context; Writing and presenting in international situations; Inter-cultural factors in interactions; Adapting to global business.