

**K.V.R. GOVT. COLLEGE FOR WOMEN(A), KURNOOL.**

B.A,B.Com & B.Sc  
Programmes 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:**

*Aftersuccessful 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 ofcommunication - organizational communication and its barriers.

**UNIT II: 10hrs**

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – OrganisationalHierarchy - Various levels of communicationin 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](http://www.swayam.gov.in)
4. Websites on business communication