



Course Name: **Bachelor of Commerce**

Discipline: **Commerce**

CHOICE BASED CREDIT SYSTEM

(For those who joined in June 2018 and after)

COURSE SCHEME:

Self-Learning Course:

Subject	Semester	Credit	Ext =Tot	Subject Code
Business Communication	V	5	100 = 100	U1CMSL51/ U1CCSL51

SELF LEARNING

(For those who joined in June 2018 and after)

BUSINESS COMMUNICATION

Sub. Code: U1CMSL51

Credits: 5

OBJECTIVES

To prepare students to know necessary concepts and skills of effective communication.

To equip students to present the matters efficiently.

Unit- 1

Communication in Business: Definition – Objectives - Elements of Communications - Characteristics of Communications - Barriers of Communications.

Unit-2

Types of Communications - Oral Communication - Group Communication – Interview - Speeches - Essentials of Written Communication - Job Application Letter and Resume.

Unit-3

Offer Letters – Quotations - Complaints and Adjustment Letters - Collection Letters- Drafting of Sales Letters.

Unit-4

Circular Letter - Bank Correspondence - Insurance Letters - Letters of Agency.

Unit-5

Electronic Communications in Business - Meaning, Importance, Types: E-Mail, Websites, Blogs, Text Messaging, Voice Mail, Video Conferencing.

TEXT BOOK

Rajendrapal, Korlahalli.J.S - Essentials of Business Communication, Sultan Chand & Sons.
