

**JYOTI NIVAS COLLEGE AUTONOMOUS**

**Programme: B.COM/TM/ LSCM /NTEGRATED B.COM .COM/BBA/B.VOC(Banking and Finance)**

**Corporate Communication Skills**

**Course Code : 24IICC05**

**Semester III**

**No. of Hours 30**

**No. of Credits: 02**

**Course Objectives**

- To outline the basics of business communication skills.
- To enable Students to use proper business format and structures in written communication.
- To enable the students to use technology effectively in business communication.

**Learning outcomes:**

- Students will be able to use digital tools and platform effectively for business communication.
- Apply business communication principles to real world scenarios.
- To enable students to apply effective speech and presentation aids to deliver eloquent conversational styles

**Unit I: Introduction to Business Communication**

**12 Hours**

Introduction - Meaning of Communication; Objectives of Communication; Process of Communication; Principles of Effective Communication; Barriers to Effective Communication; Types of Communication (meaning only) – Interpersonal, Intrapersonal, Internal, External, One-way, Two-way, Verbal and Non-verbal communication (Kinesics, Proxemics, Paralanguage, Physical context), Formal (Upward, Downward, Lateral,) & Informal and other types; Communicating across diversities; Listening – Meaning, Types of listening; principles of effective listening.

**Unit II: Personal Branding**

**08 Hours**

Understanding the Personal Branding, elements to form a personal brand- Building Personal Branding, Planning for Personal Brand Communication. Visual branding-benefits of visual branding, Image management - components and importance.

**Unit III: Written Business Communication**

**10 Hours**

Types of Business letters- Enquiries & replies, Offers and Quotation, Orders, Complaints, Remittance letters, Sales letters, Follow-up letters, Circular letters, Status enquiries, Collection letters. AI tools used in Business communication.

**Skill Development Activities:**

- Role play a business scenario and practice effective communication.
- Group discussion on importance of business communication and social etiquettes and cross cultural dimensions of business communication.
- Create a professional online profile and optimise it for job searching.
- Participate in a brainstorming session.
- Case studies on barriers to effective communication and importance of nonverbal communication
- Mock meetings, E-meeting and Brain storming.

**Books for References:**

1. Business Communication by Varinder Kumar, Raj Bodh –Kalyani Publishers.
2. Effective Business Communication by Herta A ,Murphy and Charles E- Peck, TMH( Indian edition)
3. Business Communication and report writing by R C Sharma & Krishna Mohan , TMH, New Delhi
4. Soft skills for business by Urmila Rai, Himalaya Publishing House
5. Corporate Communication by Varinder Kumar ,Kalyani Publisher .

**Note: Latest edition of text books maybe used**