BUSINESS COMMUNICATION - II

Course Code: MBABS 10201  Credit Units: 01

Course Objective:
This course is designed to hone the PR skills of the budding managers and enable them to be an integral part of the corporate communication network. The Verbal Communication (oral and written) will be the lingua franca of this endeavour.

Course Contents:

Module I: Communication in Practice
Verbal Communication
1. Communication Networks
2. Developing writing skills
   * Inter-office communication
   * The business letters
   * E mail – Netiquette (etiquette on the mail)
   * Intra-office communication
   * Memos
   * Notices
   * Circulars
   * Agenda and Minutes
   * Business Report writing
   * Resume writing

Module II: Cross Functional Communication
Marketing/ Integrated marketing communication
Project management communication
Human Resource communication
Financial Communication

Module III: Communication for Public Relations
Functions and activities of PR
Reputation Management
Building Corporate Image and Identity
Negotiation Techniques

Note: 2 tests of 20 marks of one hour duration each will be conducted over and above the teaching hours. They will have to be programmed accordingly.

Text & References:

- Business Communication, Raman – Prakash, Oxford
- The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford