

# **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