

Prerequisites for the course: Basic knowledge of English.

Need for the course: The corporate world demands that a person be presentable and be able to present effectively either to sell a product, concept or idea. It is essential that a person should be able to generate interest in the audience through effective presentations in written or spoken format.

Description of the course:

The course introduces the student to the importance of written as well as spoken communication and the various methods followed in doing so. The importance of body language is also highlighted. Students are made aware of fillers and means to avoid them during spoken communication. The process of communication system is also discussed in this paper.

Learning objective:

To enable students to effectively communicate, both orally and in written form, specifically in a corporate environment.

Learning outcomes:

1. Proficiency in written and oral outcome.
2. Develop listening skills.
3. Presentation skills.

Course Methodology:

1. Lectures
2. Group Discussions
3. Role Play
4. Reading
5. Presentations

Syllabus:

	12 Hours
Importance of effective communication in an organization – components of communication – Verbal & Non verbal communication- 7 C's of communication –Oral communication - Business writing principles- Types of business correspondence- letters-Important business correspondence: memos, reports,email. Body language- position and posture– active listening - Feedback	

Suggested Readings:

Bovee, Courtland and Thill, John. *Business Communication Essentials*, (7th e) Pearson Publishing, N. Delhi

Cone, J.D., and Foster, S.L. *Dissertations and theses from start to finish: psychology and related fields*. (2nd e). Washington, Dc: American Psychological Association.