

**HM 3102 Business Communication (2-0-0)**  
**(2<sup>nd</sup> Sem.)**

**Module - I      The Elements of Business Communication      (10 hours)**

- 1.1 patterns of communication in the business world: upward, downward, horizontal, grapevine etc
- 1.2 internal and external channels of communication; formal and informal channels.
- 1.3 Introduction to cross-cultural communication.
- 1.4 avoiding gender, racial and other forms of bias in communication
- 1.5 common forms of oral and written communication in the business world:  
Oral presentations, interviews and group discussions  
Memos, reports, summaries and abstracts, e-mails

**Module-II      Reading and writing      (15 hours)**

- 2.1 the importance of developing reading skills
- 2.2 the sub-skills of reading :
  - a. understanding the main idea and supporting details
  - b. reading between the lines : inferential reading
  - c. understanding the writer's point of view
  - d. making predictions
  - e. guessing the meanings of unfamiliar words
  - f. skimming and scanning
  - g. note-making
- 2.3 the importance of writing skills
- 2.4 the differences between speech and writing
- 2.5 the qualities of effective writing : coherence, cohesion, logical structuring and organization, clarity of language, stylistic variation etc.
- 2.6 the writing process : pre-writing, drafting, re-writing
- 2.7

**Module -III      Soft skill development      (5 hours)**

- 4.1 soft skills: becoming a good leader and team-player
- 4.2 inter-relating soft skills and communication skills

**Books recommended:**

- 1 Business Communication Today by Bovee et al ( Pearson)
- 2 Business Communication by Meenakshi Raman and Prakash Singh (Oxford)
- 3 Crash Course in Personal Development by Brian Clegg ( Kogan Page)
- 4 Activities for Developing Emotional Intelligence by Adele B.Lynn (HRD Press)
- 5 Lateral Thinking by Edward De Bono (Penguin)