

**IMB 204**  
**BUSINESS COMMUNICATION**

1. **Business Presentations** : planning, structure, delivery, introduction, managing body and conclusion of a presentation, controlling nervousness and stage fright. Power point presentations.
2. **Effective Writing** : Business Correspondences (Fax, e-mail, Letters & Reports) for Making Enquiries, Placing Orders, Asking and Giving information, Registering and Handling Complaints; Notices and Advertisement.
3. **Soft Skills** : Communication Skills and Soft Skills, Presenting yourself professionally : - Managing your Image, Dressing appropriately, practicing good grooming and Hygiene, Interacting with others, Business and social etiquette.
4. **CVs, GDs & PIs.** :  
Applying for jobs, writing a CV and an application letter types of Interview, strategies for success in an Interview Participating in a GD, Discuss techniques.

**Books :**

1. Business Communication, Chatrurvedi , Pearson
2. Business Communication, Jain & Biyani; S. Chand
3. Business Communication, Rai & Rai , HPH
4. Business Communication, Kaul, PHI
5. Communication from Principle to Practice , Mathukutti , Monipally, TMH