

O3 - BUSINESS COMMUNICATION AND REPORT WRITING
OPERATIONAL LEVEL-1
INTRODUCTION

This course is designed to give more emphasis on improving and developing the presentation and communication skills of the students. They are expected to develop and improve their verbal and non-verbal communication capabilities.

OBJECTIVE

To provide the students with theoretical and practical knowledge of verbal and non-verbal presentation and Communication skills, enabling them to:

- Learn and understand theoretical and practical approaches of managerial communication,
- Learn and understand the concepts methodologies, and techniques for an effective presentation, while developing and refining their own abilities.

LEARNING OUTCOMES

On completion of this course, students should be able to:

- Understand the modern concepts of business communication and report writing;
- Realize the role of effective communication in business;
- Demonstrate the methods and procedures for writing letters, memos and other brief messages;
- Perform the various steps involved in the process of report writing, resume preparation and presentation skills;
- Realize the communication role of electronic mail and Internet technologies in designing business messages;
- Perform well in the interviews and play significant role in meetings;
- Realize the importance of group discussions.

INDICATIVE GRID

PART	SYLLABUS CONTENT AREA	WEIGHTAGE
FUNDAMENTALS OF EFFECTIVE BUSINESS COMMUNICATION		
A	1. Introduction	35%
	2. Communication in Organization	
	3. Oral Communication	
	4. Written Communication	
CRAFTING BUSINESS MESSAGES, REPORTS, PROPOSAL AND MEMOS		
B	5. Comprehension of Business Documents	40%
	6. Business Letters	
	7. Prepare opinion and Arguments	
	8. Report Writing	
CASE ANALYSIS AND PRESENTATION SKILLS		
C	9. Case Method of Learning	15%
	10. Presentation Skills	
EMPLOYMENT AND GROUP COMMUNICATIONS		
D	11. Employment Communication	10%
	12. Group Communication	
TOTAL		100%

Note: The weightage shown against each section indicates, study time required for the topics in that section. This weightage does not necessarily specify the number of marks to be allocated to that section in the examination.

DETAILED CONTENTS
PART - A
FUNDAMENTALS OF EFFECTIVE BUSINESS COMMUNICATION
1. Introduction

- Role of communication
- Defining and classifying communication formal and informal
- Purpose of communication
- Process of communication
- Components of communication
- Characteristics of successful communication
- Barriers to communication

2. Communication in Organization

- Communication structure
- Formal Communication network
- Informal communication network
- Importance of communication in management

3. Oral Communication

- What is oral Communication
- Principles of successful oral communication
- What is conversation control
- Two sides of effective oral communication
- Effective listening
- Non – verbal communication

4. Written Communication

- Purpose of writing
- Clarity in writing
- Principles of effective writing: Seven C's of effective communication
- Steps of writing process: The 3X3 writing process for
- Business communication: Pre writing – Writing – Revising – Specific writing- features – coherence – electronic writing process.

PART – B
CRAFTING BUSINESS MESSAGES, REPORTS, PROPOSAL AND MEMOS
5. Comprehension of Business Documents

- Apply previewing, skimming, scanning techniques for reading
- Enumerate important points briefly.
- Summarize a given text.

6. Business Letters

- Introduction to business letters
- Writing routine and persuasive letters
- Positive and negative messages
- Organizational plans
- Writing memos

- Circulars

7. Prepare opinion and Arguments

- Discuss opinion, Idea, and arguments in the context of Business
- Apply brainstorming and thinking techniques
- Identify facts, assumptions, and opinions.
- Prepare argument for and against a subject matter
- Email Writing etiquettes

8. Report Writing

- Objectives of Reports
- Kinds of business Reports
- Long reports (Business plan and proposal)

PART - C

CASE ANALYSIS AND PRESENTATION SKILLS

9. Case Method of Learning

- Understanding the case method of learning
- Different types of cases (Define Finished cases based on facts, un-finished open-ended cases, Fictional cases, original cases)
- Overcoming the difficulties of the case method
- Reading a case properly (previewing, skimming, reading, scanning)
- Case analysis approaches
- Analyzing the case
- Do's and Don'ts
- Case preparation (Define the process of case preparation including identifying case preparation needs, developing case leads, initial clearance, data collection, preparing the case outline, preparing case draft)

10. Presentation Skills

- What is a presentation
- Elements of presentation
- Designing a presentation
- Advanced visual support for business presentation
- Types of visual aids

PART - D

EMPLOYMENT AND GROUP COMMUNICATIONS

11. Employment Communication

- Introduction
- Writing CVs
- Group discussions
- Interview types (structured, unstructured and group interviews)
- Job interview
- Interview skills
- Impact of Technological Advancement on Business Communication
- Communication networks – Intranet – Internet – e mails – SMS –teleconferencing – videoconferencing, E-commerce, off shore help desk

12. Group Communication

- Meetings: Planning, objectives, participants, timing, venue, lead
- Preparation of Agenda, Notice and Minutes of meetings
- Media Management: press release, press conference, media interviews
- Seminars, Workshop & Conferences
- Business etiquettes