

**OPERATIONAL LEVEL-1**
**O3 - BUSINESS COMMUNICATION AND REPORT WRITING**
**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
A	<b>FUNDAMENTALS OF EFFECTIVE BUSINESS COMMUNICATION</b>	35%
	1. Introduction	
	2. Communication in Organization	
	3. Oral Communication	
	4. Interpersonal Communication (IPC)	
B	<b>CRAFTING BUSINESS MESSAGES, REPORTS, PROPOSAL AND MEMOS</b>	40%
	6. Business Letters	
C	<b>CASE ANALYSIS AND PRESENTATION SKILLS</b>	15%
	8. Case Method of Learning	
D	<b>EMPLOYMENT AND GROUP COMMUNICATIONS</b>	10%
	10. Employment Communication	
<b>TOTAL</b>		<b>100%</b>

**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. Interpersonal Communication (IPC)**

- Componential
  - Definition of IPC
  - List out the components of IPC
- Developmental & Relational definitions
- Purposes of IPC
- Universals of IPC
  - Definition and basic concept of universals of IPC
- Axioms of IPC
  - Define inevitability of communication, irreversibility of communication, contents and relationship dimensions of communication, communication involving a process of adjustment, relationship by punctuation
- IPC barriers

**5. 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**

#### **6. Business Letters**

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

#### **7. Report Writing**

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

### **PART - C CASE ANALYSIS AND PRESENTATION SKILLS**

#### **8. 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)

#### **9. 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**

#### **10. 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

#### **11. 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

#### **Recommended Books:**

<b>Core Readings</b>		
<b>TITLE</b>	<b>AUTHOR</b>	<b>PUBLISHER</b>
Excellence in Business Communication	Join V Thill / Courtland L Bove's	Prentice Hall / Pearson / Financial Times
Effective Business Communication	Herta A. Murphy / Herbert W. Hildebranot & Jane P. Thomas	McGraw-Hill