

JYOTI NIVAS COLLEGE AUTONOMOUS

Department Of Commerce and Management
B.Voc (Banking and Finance)
 (Open Elective Course) - (UNDER NEP)
Name of the Course: Business
Communication and Interactional Practice

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,

COURSE OBJECTIVES: On successful completion of the course, the students' will be able to

- Enhance their interactional skills focusing on presentations and public speaking skills
- Enhance their written and oral communication according to the modern channels of business communication,
- Ensure students are well groomed and industry ready in terms of social and business etiquettes.

LEARNING OUTCOMES:

- To enhance students creativity in delivering formal and informal communication skills.
- To enable students to apply effective speech and presentation aids to deliver eloquent conversational styles.

Syllabus	Hours
Module No 1 : ELEMENTS OF COMMUNICATION	08
Meaning, importance, objectives and principles of communication, types and forms of communication, process and barriers to effective communication.	
Module No. 2: NON VERBAL COMMUNICATION	08
Meaning and importance, types - kinesics, paralanguage, proxemics, physical context, cross-cultural dimensions of business communication, business and social etiquettes.	
Module No. 3: FORMAL COMMUNICATIONS	15
<p>E-mail</p> <p>Parts of e-mail, e-mail format, principles for writing effective - mails.</p> <p>Letters</p> <p>a) Internal Communication - types of internal communication, memoranda, office orders, circulars & notes, correspondence with branch. Bank Correspondence – letters between banks and branches, forwarding client's loan / overdraft proposal, letter relating to promotion, transfer, training, discharge and retirement.</p>	
Module No. 4: REPORT WRITING	07
Reports by individuals & committees. Preparation of reports for different business situations, preparation of press note.	

Meaning, importance and principles of effective speech, elements of presentation, presentation aids, making and delivering powerful presentation.

SKILL DEVELOPMENT ACTIVITIES:

1. Case studies on barriers to effective communication and importance of non verbal communication.
2. Group discussions on importance of business and social etiquettes and cross cultural dimensions of business communication.
3. Prepare and display the presentation aids to be used for presentation on a given topic.
4. Participate in a brainstorming session.
5. Write a letter for a job, prepare and attach are some with a cover page.
6. Prepare and present a committee report.
7. Imagine your company to launch a new product and prepare a press release.

TEXT BOOKS:

1. R.C.Sharma & Krishna Mohan: Business Communications & report writing, TMH, New Delhi.
2. Ramesh & Pattanshetty: Effective Business English & Correspondence, R. Chand & Co.
3. Urmila Rai: Business Communication, Himalaya Publishing House.
4. A.Ashley:Oxford Handbook of Commercial Correspondence, (Indian Edition) Oxford University Press.
5. Sangeetha Magan:Business Communication, International Book House Pvt Ltd, IInd edition.
6. Varinder Kumar: Business Communication, Kalyani Publishers
7. Corporate Communication, Varinder Kumar, Kalyani Publishers Soft Skills for Business, Urmila Rai, Himalaya Publishing House