

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2019 BATCH AND THEREAFTER**

**Programme: Integrated B.Com. M.Com**

**Semester: III**

**BUSINESS COMMUNICATION AND PUBLIC RELATIONS**

**Course Code: 19IC301**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To develop and sharpen the students in written, oral and interpersonal communication skills.
- To introduce them to various communication forms of professional writing in specific business situations.
- To enable the students the effectiveness of Public Relations for the success of organizations.

**LEARNING OUTCOMES:**

- To enable the students in enhancing their presentation skills.
- To enable the students on how to make reports based on various business situations..
- To accustom the students on various devices to be used for effective communication.

**UNIT 1**

**Business Communication**

**10 HRS**

Communication process, nature, scope and importance of business communication. Barriers to communication and ways to overcome them; 7 C's of communication; Principles of good listening, Barriers to listening; importance of gestural communication.

**UNIT 2**

**Communication Network & Modern devices**

**08 HRS**

Types of formal communication - Downward, upward and horizontal, Advantages & Disadvantages of formal communication. Types of informal communication, Advantages and Disadvantages of informal communication.

Oral communication- - Advantages & disadvantages, face to face communication teleconferencing, computer conferencing, telephone and voicemail; Presentation skills- Kinds, Factors affecting presentation.

Modern Communication devices: Internet; Laptops; Computers and Mobile phones.

### **UNIT 3**

#### **Written Communication**

**24 HRS**

a) Internal Communication - types of internal communication, memoranda, office orders, circulars, correspondence with branch.

b) External communications - Letters of inquiry, Quotations, Order, cancellation of orders, complaints and adjustments, status enquiry, calling for interviews, appointment orders, termination orders.

c) Sales letters - drafting of sales letters, circular letters.

d) Email- templates, etiquettes; key features of email.

### **UNIT 4**

#### **Report Writing**

**10 HRS**

Reports by individuals & committees. Preparation of reports for different business situations.

### **UNIT 5**

#### **Public Relations:**

**08 HRS**

Objectives, 'Publics' in Public Relations, Internal PR and External PR, Image building, Use of mass media for Public Relation.

### **SKILL DEVELOPMENT**

- Visit any five companies and identify the different internal communication processes.
- Write a report on the different forms of external communication used by a company.
- Preparation of an effective resume.
- Identifying the modern communication devices used in an organization.
- Write a report on importance of body language in an organization.
- To identify the importance of Public relations department in organizations.

### **BOOKS FOR REFERENCE**

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.

- A. Ashley:Oxford Handbook of Commercial Correspondence,(Indian Edition)  
Oxford University Press.
4. SangeethaMagan: Business Communication, International Book House Pvt Ltd, IInd edition
  5. Varinder Kumar: Business Communication, Kalyani Publishers
  6. Varinder Kumar: Soft skills for business, Kalyani publishing house, 2<sup>nd</sup> revised edition, 2015.