

**Course: SEC
Communication Skills**

Semester: II	Credits: 2	Subject Code: BSECCS12301	Lectures: 30
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Course Outcomes:

At the end of this course the learner will be able to,

- CO1: Describe the importance of Effective Communication.
- CO2: Interpret the systems and methods of Communication and utility.
- CO3: Explain the importance of active listening and its role in effective communication.
- CO4: Recognize effective business messages both in internal or external business setups.

Unit 1: Introduction to Communication	15
<ul style="list-style-type: none"> • Meaning and Definition, Objectives, Importance, Process, Elements • 7 Cs of Effective Communication • Barriers and Overcoming Barriers to Communication • Types of Communication • Verbal Communication: Written Communication: • Meaning, Nature, Scope • Principles of Effective Written Communication • Advantages and disadvantages • Oral Communication: • Meaning, Nature, Scope • Principles of Effective Oral Communication • Advantages and disadvantages • Negotiation Skills • Non-Verbal Communication: Body Language, Silence, Signs& Symbols. 	
Unit 2: Business Correspondence	15
<ul style="list-style-type: none"> • Business Correspondence: • Need and functions of Business Correspondence • Layouts of Letter • Fundamentals of Business Writing • Format of a Business Letter • Types of Business Letters • Report Writing: Concepts, Steps • Communication Technology: Email and its utility, advantages, components, email format, Email Etiquettes • Listening Skills: Concept, Principles, Types of Listening, Barriers and Overcoming Barriers to Listening, Activity/Role Play/Case Studies/PPT, Assignment. 	



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Management Studies	Mrs. Rekha Kankariya	<i>Rekha Kankariya</i> 30/5/23

Recommended Text Books:

- NageshwarRao, *Communication Skills*, Himalaya Publications, 2022,
- Anjani Sethi, Bhavana Adhikari, *Business Communication*, Tata McGraw-Hill Education 2020
- Nirmal Singh, *Business Communication*, Deep & Deep Publication, 2018
- Lehman, Dufrene, Sinha, *BCOM-A south Asian Perspective*, Cengage Learning, 2012

Reference Books:

- Meenakshi Raman, Prakash Singh, *Business Communication*, Oxford New Delhi, 2012.
- Homai Pradhan , N.S. Pradhan, *Business Communication*, Himalaya Publishing House Mumbai, 2013.
- R.K. Madhukar, Vikas, *Business Communication*, Publishing House Delhi, 2017
- Biswajit Das, Ipswata Satpathy, *Business Communication and personality Development Excel Books* New Delhi, 2006.
- P.D Chaturvedi, Mukesh Chaturvedi, *Business Communication – Concepts, Cases and applications*, Dorling Kindersley New Delhi, 2011.
- Hory Sankar Mukerjee, *Business Communication-Connecting at work*, Oxford New Delhi, 2019.
- Courtland L. Bovee, John V. Thill, Abha Chatterjee, *Business Communication Today* Pearson New Delhi, 2011.
- Eileen Scholes, *Hand Book of internal Communication*, Infinity Books New Delhi, 2006.

Board of Studies	Name	Signature	
Chairperson (HoD)	Mrs.Rekha Kankariya	<i>R.Kankariya</i> 30/5/23	
Faculty	Ms. Abhradita Chatterjee Nahvi	<i>Abhradita</i> 30/5/23	
Faculty	Ms. Kajal Jaisinghani	<i>Kajal</i> 30/5/23	
Faculty	Mrs. Amrita Basu	<i>Amrita</i> 30/5/23	
Faculty	Dr. Madhura Wagh	<i>mmh</i> 30/5/23	
Subject Expert (Outside SPPU)	Dr. GeetaRao	<i>Geeta Rao</i> 30/5/23	
Subject Expert (Outside SPPU)	Ms. Soma Kulshrestha,	<i>Soma</i> 30/5/23	
VC Nominee (SPPU)	Dr. Tanuja Devi	<i>Tanuja</i> 30/5/23	
Industry Expert	Deepesh Sodhi		
Alumni	Zoha Sabooni	<i>Zoha</i> 30/5/23	
Alumni	Milufee Chimi	<i>Milufee</i> 30/5/23	
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Chairperson (HoD)	Management Studies	Mrs. Rekha Kankariya	<i>R.Kankariya</i> 30/5/23

