

**COURSE: SEC**  
**Communication Skills**

<b>Semester: I/II</b>	<b>Credits: 2</b>	<b>Subject Code: BSECCS12301</b>	<b>Lectures: 30</b>
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**Course Outcomes:**

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

- CO-1 Describe the importance of Effective Communication.
- CO-2 Interpret the systems and methods of Communication and utility.
- CO-3 Explain the importance of active listening and its role in effective communication.
- CO-4 Recognise effective business messages both in internal or external business setups.

**Unit 1: Introduction to Communication**

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- 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

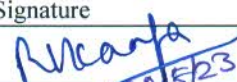
**Unit 2: Business Correspondence**

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- 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: Concept, 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

**Recommended Text Books:**

- Nageshwar Rao, *Communication Skills*, Himalaya Publications, 2022,
- Anjani Sethi, Bhavana Adhikari, *Business Communication*, Tata McGraw-Hill Education 2020
- Nirmal Singh, *Business Communication*, Deep & Deep Publication, 2018

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- 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, *Business Communication*, N.S. Pradhan Himalaya Publishing House Mumbai, 2013.
- R.K. Madhukar, *Business Communication*, Vikas Publishing House Delhi, 2017
- Biswajit Das, Ipswta 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

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Alumni	Ms. Nilufer Chini	N 30/5/23	



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