

## **EA-301 BUSINESS & ORGANIZATIONAL COMMUNICATION**

**Business Communication Foundations:** Definition of business, organization and communication, Goals, patterns, principles, channels, tools, levels, Qualities(7 C's) and process of communication, Forms and functions of organizational communication, Communication barriers, Feedback and its types, Listening & Understanding Nonverbal Communication, International and cross cultural communication,

**Communication Technologies and Techniques:** Tools for digital communication, Etiquettes and ethics of using communication technologies

**Communicating in Teams:** Improving your performance in Teams (team communication, group dynamics, Etiquette in team settings), Making your meetings more productive (preparing for meetings, leading and participating in meetings, Meeting Notice, Agenda and minutes, Meeting simulation

**Business Writing:** Planning Audience Centered Business Messages & Applying the three step Writing Process, Letter and Memos (Structure and elements) Practice in writing letters and memos, Three Types of Business Messages and situations: Routine/Neutral/Positive/Good news and Goodwill Msgs, Negative/Bad News Msgs, Persuasive Msgs

**Employment Communication:** Resume/CV, Job application (solicited and unsolicited)

Writing Proposals and Reports: Finding and Communicating Information, Communicating Information Through Visuals, Writing effective Proposals, Short Reports ( analytical and informational reports, memo and letter reports), Formal Reports ( structure and organization)