

EA-218 Business Communication

Foundations of Business Communication:

Definitions of communication, organization, business; understanding the need and scope of business, professional and organizational communication, Conditions, properties, process, tools, modes, levels, types of communication; Principles of Effective Communication & Building goodwill (Your attitude, positive emphasis and unbiased language); Listening, non-verbal communication. Communication dilemmas and problems; Feedback and its types; Audience Analysis.

Oral Communication:

Group Discussions and interpersonal skills, Meetings, Interviews, Making presentations.

Business & Technical Writing:

Types of messages: Formats (Letter and memorandum); Letter and memorandum elements and formats. Three Types of Business Messages (routine, negative and persuasive communications).

Organizational Plans: Direct, Indirect & AIDA approach; Writing business messages (e-mails, inquiries, requests, replies, regrets, declining offers, letters, routine messages, etc.); Meetings: notice, agenda and minutes. Job applications and resumes. Research/scientific reports (structure, layout, writing process).