

<u>Prerequisites for the course:</u>	Nil	
<u>Objective:</u>	The participant will understand the role of business communication in improving effectiveness	
<u>Content:</u>	Role of Communication in Business and Professional Excellence in the Workplace; Basics of effective Communication; Process for Effective communication;	6 hours
	Interpersonal and group communication. Oral Communication; Process; Importance of Feedback and Controlling Noise; Public Speaking and Oral Reporting; Presentation Skills	10 hours
	Fundamentals of Report Writing- Report structure; Shorter and Long formal Reports; Use of Graphics; Creativity in Writing	8 hours
	Techniques of cross-cultural communication; Correctness of Communication; Use of Technology in Communication	6 hours
<u>Pedagogy:</u>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<u>References/Readings</u>	<ol style="list-style-type: none"> 1. Lesikar R V & Flatley M E; 'Basic Business Communication – Skills for Empowering the Internet Generation'; Tata McGraw–Hill, Inc, Latest edition. 2. Quintanilla KM & Wahl ST, 'Business and Professional Communication – Keys for Workplace Excellence'; Sage South Asia Edition; Latest edition. 3. Courtland L Bovee, John V Hill, Roshan Lal Raina, Business Communication Today, Pearson, 2021 or Latest Edition 4. Raymond V Lesilar, Marie, E Flatley, Kathryn Rentz, Paula Lentz, Neerja Pande, Business Communication - Connecting in a Digital World, Tata McGraw Hill, 2015 or Latest Edition 5. Innovative Interview Questions, Vibrant Publishers, 2020 or Latest Edition 	
<u>Learning Outcomes</u>	<ol style="list-style-type: none"> 1. An ability to write better business communication 2. An ability to speak better in formal communication settings 	