S.S. JAIN SUBODH P.G. COLLEGE, JAIPUR
(AUTONOMOUS)

Syllabus

Skill Enhancement Course(SEC)

(For U.G. I sem)

edits: 2
asses per week:- 2

Maximum Marks:-50
EoSE:-35
CIA:-15

Business Communication Skills

Unit – I

Introduction to the Essentials of Business Communication

Meaning, Process and Functions, Channels and Types of Communication, Effective Communication and its Barriers, Importance of Business Communication

Unit – II

Business Correspondence

Advertisement, Inviting Tender and Placing Order, Notice, Circular, Memo, Minutes of Meeting, Appreciation and Complaint Letters

Unit – III

Oral Business Communication

Greetings and Telephonic Conversation, PPT Making and Presentation Skills Interview, Group Discussion

Unit – IV

Electronic Communication

Email Writing, Virtual Business Meetings, Use of social media for Business Communication, Internet Etiquette and Correct use of Emoticons

Suggested Books and References –

1. English Communication – A Textbook for AECC-2 (Cambridge), Somak Mandal/ Sharmishtha Chatterjee Sriwastav (Cambridge)
2. Interact – A Course in Communicative English, Malathy Krishnam/ Zinia Mitra/ Binayak Ray (Cambridge)
3. English Fluency – I, Pooja Khanna/ Neerja Deswal
4. Sen Madhucchanda (2010), An Introduction to Critical Thinking, Pearson, Delhi
5. Silvia P.J. (2007), How to Read a Lot, American Psychological Association, Washington DC

urse Learning Outcomes:

By the end of the course, students should be able to:

1. By the end of this program participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.
2. Participate in a digital lifestyle conversant with computers, applications, Internet and nuances of cyber security.
3. Engage in effective communication by respecting diversity and embracing good listening skills.
4. Distinguish the guiding principles for communication in a diverse, smaller internal world.