

# Business Communication



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## Description

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**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

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**BUSINESS COMMUNICATION Unit-IIIntroduction**Importance of Communication Skills in Business Management. Types of Communication – The Media and Tools of Communication. The Communication Process. Barriers and Gateways to Communication. **Unit-IIVerbal and Non-Verbal Communication**Personal Language and Body Language. Types of Managerial Speeches – Occasional Speech; Thematic Speech. Group Communication in – Group Discussions, Meetings, Seminars and

Conferences. Art of Facing Interviews in – Selection or Placement, Appraisal, Disciplinary Committees and Exit Interviews. **Unit-III Written Communication Skills** **Formats for Business Letters and Memos:** Routine Type; Sales Promotion, Bill Collection, Disciplinary Action; Persuasive Messages; Negative Messages; Job Applications. Preparing a Professional Resume and Cover Letter, Follow-up Messages and Letters. Internal Communication through – Memos, Minutes, Notices, Circulars. Writing Effective Business Reports; Digital Communication. PowerPoint Preparation; Using Web as a Source of Knowledge Sharing. **Unit-IV Recruitment and Employment Correspondence** Drafting the Employment Notice, Job Application Letter; Curriculum Vitae/Resumes; Joining Interview; Offer of Employment; Job Description; Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References. **Unit-V Business and Social Etiquette** Professional Conduct in a Business Setting – Workplace Hierarchy; Proper Way to make Introductions; Use of Courteous Phrases and Language in the Workplace. Professional Image – Appropriate Business Attire; Telephone Etiquette; Table Etiquette. Language lab class for practical in business communication.

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