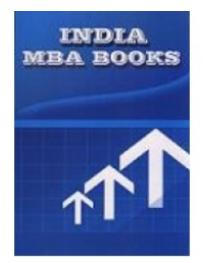
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Unit 1. Communication - Meaning, Importance & objectives - Principles of communication, forms of communication, Process of communication, Barriers of effective communication, Techniques of effective communication.

Unit 2. Written Communication : A) Business Letters-Types, inquiries, Circulars, Quotations, Orders, Acknowledgments, Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence.

B) Application Letter, Bio-data, Interview Letters, Letter of Reference, Letter of Appointments, Confirmation, Promotion, Retrenchment, Resignations. C) Report writing – Types of reports, Components of formal reports, Business Reports,

Reports by individual, Report by committee. Meetings – Notice – Agenda, Resolution & minutes.

Unit 3. Oral Communication :

A) Listening & Speaking, Meeting speeches, & techniques of electing response, probing questions, Recording and closing, Observations, methods. Group discussions & Interviews.

B) Non verbal Expressions: Body Languages, Gestures, Postures, Facial Expressions, Dress Codes .

Unit 4. Ethics in Communication and Digital communication

A)Ethics in managerial Communication- Business communication

B)Digital communication - Application of Electronics media & communications, Telecommunication, Teleconferencing, video conferencing, mobile communication, SMS, Social Media, FAX, E-mail.

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