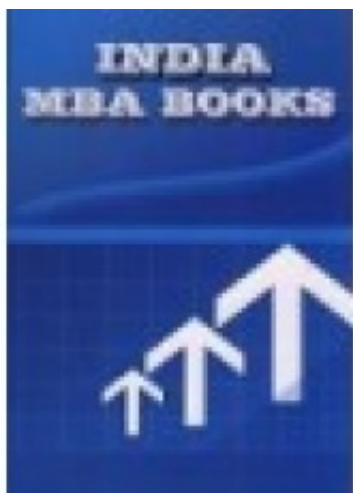


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Introduction: Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis
barriers to communication, Case Studies
UNITII:
Oral communication: What is oral Communication – principles of successful oral communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication, Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.
UNITIII:
Business letters and reports: Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of report writing, Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation types of visual aid
UNITIV:

Employment communication: Introduction - writing CV's - Group discussions - interview skills Impact of Technological Advancement on Business Communication networks - Intranet - Internet - e mails - SMS - teleconferencing - video conferencing. Case Studies

UNIT IV :

Group communication: Meetings - Planning meetings - objectives - participants - timing - venue of meetings - leading meetings, Media management - the press release press conference - media interviews Seminars - workshop - conferences, Business etiquettes, Case Studies