

**MES COLLEGE MARAMPALLY**  
**DEPARTMENT OF COMMERCE**  
**CERTIFICATE COURSE FOR FIRST year B.COM TAX STUDENTS**  
**Business Communication Programme**

**Syllabus: Business Communication**

**Instructors:** RAMLA &ASWATHY

**Department offering the course:** Commerce

**Name of the Institution:** MES College, Marampally

**Number of hours:** 30 hours

**COURSE DESCRIPTION**

*This course presents communication as integral to business and management and as a critical component for success in the workplace. This class will develop a foundation for designing effective messages, both written and oral, from concept to delivery. It will enable the students to use a strategic communication model to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse audiences and how to present that information in a credible and convincing way.*

**Course Syllabus**

**Unit I**

Introduction; Concept, Definition and Process of communication; significance and objectives of communication in organizations, Principles of Communication. What is effective listening skills  
Types of listening , Barriers to effective listening , Ways to overcome the barriers, Other forms of listening practice such as audio - video lectures, speeches, debates, discussions and songs.

**Unit II**

Channels and Media of Communication: concept of channel and Media; written communication; oral communication; face to face communication; visual communication; audio-visual communication; silence – as communication media.

**Unit III**

Type of Communication; Organizational structure and patterns; downward communication; upward communication; horizontal communication; grapevine; consensus and group communication committee, conference, listening, public speech and seminar. Barriers to effective communication: concept of barriers; types of barriers – Media barrier, physical barrier, semantic barrier, situation barrier, socio-psychological barriers.

**Unit IV**

Writing Employment Messages and Interviewing for Jobs, Building Careers and Writing Resumes; Applying and Interviewing for Employment.

**Unit V**

Designing and Delivering Oral and Online Presentations; Developing oral and online presentations; Enhancing presentations with slides and other visuals