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