

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: Master of Human Resource Development (MHRD)**  
**Semester: II**  
**Syllabus with Effect from: November - 2013**

<b>Paper Code: PA02SHRD01</b>	<b>Total Credit: 2</b>
<b>Title Of Paper: Business Communication</b>	

Unit	Description in Detail	Weightage (%)
I	<p><b>Basic Communication Skills</b></p> <p><b>Written Communication:</b> Purpose of writing – clarity in writing – Principles of effective writing – approaching the writing process systematically – The writing process for business communication – pre writing – Writing – Revising – Specific writing features – coherence .</p> <p><b>Business Letters and Reports:</b> Introduction to business letters –writing routine and persuasive letters – positive and negative messages – writing memos – what is a report purpose, kinds and objectives of reports –writing reports</p> <p><b>Non- Verbal Communication:</b> non – verbal communication, its importance</p> <p><b>Listening:</b> Effective Listening – Telephone and Teleconferencing</p>	40%
II	<p><b>Professional Communication Skills.</b></p> <p><b>Presentation Skills:</b> What is presentation – elements of presentation – designing a presentation; Advanced visual support of business presentation – types of visual aid.</p> <p><b>Employment Communication:</b> Introduction – writing CVs- Group discussions – interview skills – Impact of Technological Advancement on Business Communication – Communication networks – Intranet-Internet – emails – SMS – teleconferencing – videoconferencing</p> <p><b>Group Communication:</b> Meetings – Planning meetings – objectives – participants – timing venue of meetings –leading meetings.</p> <p><b>Media Management:</b> the press release – press conference – media interviews – Seminars –workshop- conferences.</p> <p>Business etiquettes.</p>	40%
III	<p><b>Cases Method of Learning:</b> Understanding the case method of learning – different types of cases – overcoming the difficulties of the case method – reading a case properly (previewing, skimming, reading, scanning)</p> <p>Case analysis approaches (systems, behavioral, decision, strategy) – analyzing the case – dos and don'ts for case preparation.</p>	20%

**Basic Text & Reference Books:-**

- Basic Business Communication – Lesikar Flatley
- Essentials of Business Communication – Rajendra pal, J.S. Korlahalli, Sultan chand & sons
- Business Communication –Suhil Bahl, Sage Publications
- Business Correspondence – Chopra R.K. Himalaya Publishing House, Amedabad
- Business Communication – Rai & Rai, Himalaya Publishing House Ah'bad

