

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of Labour Welfare (MLW)
Semester: II
Syllabus with Effect from: November - 2014

Paper Code: PA02SMLW01	Total Credit: 2
Title Of Paper: Business Communication	

Unit	Description in Detail	Weightage (%)
I	<p>Basic Communication Skills</p> <p>Written Communication: 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>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 reports –writing reports</p> <p>Non- Verbal Communication: non – verbal communication, its importance</p> <p>Listening: Effective Listening – Telephone and Teleconferencing</p>	40%
II	<p>Professional Communication Skills.</p> <p>Presentation Skills: What is presentation – elements of presentation – designing a presentation; Advanced visual support of business presentation –types of visual aid.</p> <p>Employment Communication: Introduction – writing CVs- Group discussions – interview skills – Impact of Technological Advancement on Business Communication – Communication networks – Intranet-Internet – emails – SMS – teleconferencing – videoconferencing</p> <p>Group Communication: Meetings – Planning meetings – objectives – participants – timing venue of meetings –leading meetings.</p> <p>Media Management: the press release – press conference – media interviews – Seminars – workshop- conferences. Business etiquettes.</p>	40%
III	<p>Case Method of Learning: 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) Case analysis approaches (systems, behavioral, decision, strategy) – analyzing the case – do’s 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

