

MC129-Communication Skills Lab - I

Objective of the Course:

To introduce students to the specific use of language for the purposes of Communication which would be an essential prerequisite for success in the areas of writing and speech. The teaching efforts in this course will be directed towards making students develop their business and general writing abilities using the fundamental principles that apply to the correct use of the English language free of grammatical and other related errors

Expected Learning Outcome:

Students are made

- to know the various ways to communicate
- to appreciate the intelligent and innovative use of rules
- to be able to generate creative output in tune with the demands of industry.
- To improve their power of comprehension and the ability to express themselves with rigor through writing and speech.

UNIT-1: COMMUNICATION – NATURE AND SCOPE

Communication – Significance – Process – Types – Flow of Communication – Basic Communication Skills – LSRW – Verbal and Non-verbal Communication – Formal Vs Informal Communication – Oral and Written Communication – Barriers to effective communication – organizational communication – Strategic implications of modern communication.

UNIT-2: AURAL AND ORAL COMMUNICATION

Listening – Active and Passive Listening –Barriers to effective listening – Strategies for effective listening – Introduction to presentations – Conversations – Roleplay – JAM – Debate – Extempore – Individual and Group Presentations –Group Discussions – Procedure – participation – Interviews - Business presentations - Addressing large groups – Public Speaking.

UNIT-3: WRITTEN COMMUNICATION

Sentence Structure – Requisites of a good sentence – Writing paragraphs – Principles of writing a good paragraph – Development of paragraphs – Describing people, places, things and processes – Narrating events, incidents – Persuasive communication – Longer composition – Common errors in writing.

UNIT-4: BUSINESS CORRESPONDENCE

Internal Communication – External Communication – Writing a memo – Letter Vs memo – Form and Structure – Circular – Notice – Agenda – Proceedings of meetings – Minutes – Business Letters – Sales Letters – Enquiry – Quotations – Placing orders – Claims – Adjustments – Inviting – Appreciating – Thanking etc. – Writing Emails – Standard Email practices – Email etiquette – Sample Emails.

UNIT-5: REPORTS, PROPOSALS AND PRESENTATIONS

Purpose of writing Reports –Format and Style – Types of reports – Regular reports – Factual reports – Survey reports – Feasibility reports – Business presentations – Format – Key elements for winning business proposals – Business presentations – Planning – Preparing – Organizing – Rehearsing – Improving – Visual aids – Nuances of delivery.

Text Books:

- Koneru, A., “Professional Communication”, 2008, Tata McGraw Hill.
- Bill Mascull, “Business Vocabulary in Use”, 2010, Cambridge University Press.

Reference Books:

- Bovee, C. and Thill, J.V., “Business Communication Today”, 11th edition, 2011, Prentice Hall.
- Francis Soundararaj, “Speaking and Writing for Effective Business Communication”, 2008, Macmillan.
- RK Madhukar, “Business Communication”, 2010, Vikas Publishing House Pvt. Ltd.
- MallikaNawal, “Business Communication”, 2012, Cengage Learning India.
- Meenakshi Raman & Prakash Singh, “Business Communication”, 2012, Oxford University Press.