

ELECTIVE PAPER – 1 RURAL BUSINESS COMMUNISCATION

Total Marks: 100 M.R.S. SEM: I

P.P.W: 5

Credit: 5

OBJECTIVES :

The course aim at helping the students the students to develop skills in inter - personal, organization and written communications so as to express their ideas clearly and effectively.

Course Contents:

- Unit – I : Meaning definition, objective, scope and importance of business communication. Different Media and models of communication. Principles of communication, effectiveness of communication in management.
- Unit-II: Process and Elements of communication, Type and patterns of communication, communication, effectiveness of communication in management
- Unit-III: Oral Communication skills – Committee, Group Discussion, Negotiation, role playing, seminar, principles of public speaking, speech composition and skills, conclusion.
- Unit – IV : Written communication – Memos, Circulars, Different types of Business letters – Application, Enquire, Response letters, DOS and Dont s of Business writing preparation of curriculum vitae.
- Unit- V : Report writing Meetings – Notice and Agenda, Minutes writing, drafting of representations.

Suggested Readings:-

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| (i) | Rai & Rai | : | Business Communications. |
| (ii) | D.s. Bhende | : | Business Communications. |
| (iii) | Rogers & Shoemaker | : | Communications and Innovation. |
| (iv) | David Berio | : | The-Precess of Communication. |
| (v) | Gowd & Dixit | : | Advanced commercial correspondence. |
| (vi) | Murphy | : | Effective Business Communication. |