TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN, MEDAK

AFFILIATED TO OSMANIA UNIVERSITY, HYDERABAD
NEAR INDIRA GANDHI STADIUM, YTC BUILDING, MEDAK
website:Telangana Tribal Welfare Residential Degree College (ttwrdcs.ac.in)

CERTIFICATE COURSE: BUSINESS COMMUNICATION

Course Duration: 30 days (1 hour per day)

SYLLABUS

Objective: *To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.*

1. Introduction:(15 hours)

A) Business Communication : Nature, Process and Importance of Communication, Types of Communication , Barriers to Communication:-Linguistic,Psychological.interpersonal,cultural,physical and organizational

B) Business Correspondence: Letter writing, Presentation, Inviting and sending quotation, placing orders and inviting tenders, sales letters, claim and adjustment letters and social correspondence, memorandum ,interoffice memo, Notices, agenda, minutes, job application letter and preparing the Resume..

Unit II Report writing and technology in Business communication (15 hours)

A) Report writing :-Types of reports, Basic Format of Report, Steps of Report writing, Process of Report writing, Importance of Report writing, Citation rules (APA style) in reports

B) Technology in Business Communication : Role , Effects and advantages of technology in Business communication-Email, Text messaging, instant messaging, Video conferencing, social networking. Strategic importance of communication.

SUGGESTED READINGS:

1.Taylor,Shirley: Communication for Business By Pearson Education

2.Bovee and Thill : Business Communication today By Pearson Education

3.Lesikar, RV and FlatleyME, : Basic Business Communication skills for empowering the Internet generation Tata McGraw Hill Publishing ltd.