

506 BUSINESS COMMUNICATION

Process of communication: Communication model, Channels of communication, Flow of communication, Barriers to effective communication, How to make communication effective.

Communication theories: Interaction-information-Completeness.

7'c of communication: Conciseness-Correctness-Completeness, Clarity - Consideration-Courtesy-Concreteness.

Written communication: Letter-Memorandum-Circular, Agenda and minutes of meeting, Business research report: Types, Format, Language & Style, Market report: Types-Format, Thesis and assignment writing.

Oral communication: **Meeting:** Types and conduct, **Interview:** Types and conduct, Presentation or speech: Types-Planning-Delivering the presentation or speech, Workshop and seminar: Planning-Conduct.

Communication strategy: Image building, Minus image and its implications, Developing a positive corporate image, **Messages choice:** Favorable, unfavorable, negative and persuasive. **Précis writing:** Methods of précis writing, Principle points to be kept in mind while writing précis, Specimen of passages and their précis.

Essay writing: Characteristic of a good essay, Classification, Hints on essay writing: general preparation, special preparation.

Text Books:

1. Murphy and Hildebrandt, Effective Business Communication.
2. Coutland L. Bovee, Jhon V. Thill, Business Communication Today.