

COURSE PLAN

Subject: **BUSINESS COMMUNICATION** Class: BBALLB both 'A' & 'B' Division

Course Objectives: Students are to be equipped in the communication skills that are necessary for making one self a good business administrator. Students are also required to be trained in computer communication skills to the extent necessary for a graduate | business Administration so that he will be able to handle e-business.

Modules/ Units	Topic	No of Hours
Unit 01	Introduction to Business Communication	1
	Communication - Meaning	1
	Communication - History and Development	2
	Importance of Communication	2
	Communicator and his Importance	2
	Subject matter of communication	2
	Models of communication	
	1) Oral Communication	4
	2) Written Communication	4
	3) Body Language	4
	Benefits of Communication	2
Unit 02	BUSINESS COMMUNICATION	
	Introduction to business communication	1
	Need for business communication	1
	Errors in Communication	
	1) Wrong Communication	2
	2) Partial Communication	2
	3) No Communication	1

Unit 03	Pre-Requisite of good business Communication Business Letters	1
	1) Enquiries	2
	2) Quotations	2
	3) Orders	2
	4) Complaints	2
	5) Response	2
	6) Announcements and characteristics of good Business	
Unit-04	Reports	2
	Reports for Publication	
	Periodical reports - reports to shareholders	2
	Board of Director's report- report to creditors	
	Auditors' report - Report of Investigation and Enquiries	2
Unit - 05	Press Notes and Speeches of the Chairperson	2
	Press Notes and Speeches of the Chairperson in the meeting of the Company	2

Prerequisites-Readings: MS Ramaiah and Putranashetty-Business Communication, H S Krishnaswamy Iyengar and Rangaswamy

Course Teacher



Academic Co-ordinator



K.L.S. Society's Law College
 Sir M. Vishveshwariah Layout
 Bengaluru-560 091