

BBA II Year – III Semester
Department of Commerce and Business Management, Kakatiya University, Warangal
BC301: Communication Skills

Max. Marks: 40UE+10IA

Unit I: Communicative English: Meaning – Significance – Learning English through Listening, Speaking, Reading and Writing (LSRW). Listening skills: Factors influencing – Barriers in listening – Effective listening - Practice of interpersonal listening. Meaning and significance of Oral and Written Communication – Principles of oral communication –Preparing for oral communication – Practice of oral communication with pre-announced topics – Extempore. Tenets of written communication – Practice of written communication with displayed text - Practice of written communication with pre-announced topics and extempore.

Unit II: Business and Corporate Correspondence: Meaning – Significance – Types of Business Letters - Principles of letter writing – Formats – Practice of letter writing in different situations. Corporate correspondence: Types of Meetings -Notice and Agenda – Practice of preparing notice and agenda for different meetings – Writing press releases – advertisements – Circulars – Memos – Enquires – Replies – Writing minutes and resolutions of different meetings. E-mails – Writing e-mails.

Suggested books:

1. Sarma V V S, Muralidhar D and Saritha M, LOTUS: Interactive Communication, Camel Published, 2016.
2. Aruna Koneru, Professional Communication, Tata McGraw Hill, New Delhi, 2008.
3. Sehgal M K and Khetarpal Vandana, Business Communication, Excel Books, New Delhi, 2008.
4. Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, Ludhiyana, 1998.