

Course Title: Business Communication

Course Code: 105

1. Business Communication

- a. Definition
- b. Features and functions
- c. Purpose
- d. Style and tone of business writing

2. Business Etiquette: Writing and Participation

- a. Email
- b. Telephone
- c. Video conferencing

3. Intercultural Sensitivity

- a. Global Market
- b. Cross-cultural Understanding
- c. Recognizing Cultural Differences
- d. Multi-cultural workforce

4. Business Writing

- a. Grammatical structures for formal writing
- b. Letters and applications: formats
- c. Reports and proposals: formats
- d. Noting
- e. Drafting
- f. Graphic communication
- g. Web communication

5. Reading and comprehension

- a. Importance of reading
- b. Styles of reading
- c. Comprehension and interpretation

6. Effective meetings

- a. Agenda
- b. Minutes
- c. How to conduct meetings
- d. How to participate in meetings

7. Presentation skills

- a. Steps for preparation of a presentation
- b. Body language
- c. Techniques for presentation
- d. Sticky situations and difficult audience
- e. Do's and Don'ts of a power point presentation

8. Case studies and role plays

9. Business relationships

- a. Grooming relationships
- b. Maintaining record and follow up
- c. Negotiating and decision making
- d. Greetings and wishes
- e. Attending business parties