

HS201 EG

WITH EFFECT FROM THE ACADEMIC YEAR 2015 – 2016

BUSINESS COMMUNICATION SKILLS AND PRESENTATION SKILLS

(COMMON TO ALL BRANCHES)

Instruction	3 periods per week
Duration of University Examination	3 Hours
University Examination	70 Marks
Sessional	30 Marks

The following are the **objectives** of the course:

To enable the students to

- learn different models of interpersonal communication
- work in teams effectively and learn how to be effective in using time
- comprehend the difference between technical and general writing
- write reports, scientific papers, letters, Statement of Purpose, Resume
- learn how to plan and prepare to face interviews effectively

The following are the **outcomes** of the course:

The students will be able to

- communicate effectively using interpersonal communication skills
- manage their time effectively and work well in teams
- differentiate technical and general writing
- write reports, scientific papers, letters, statement of purpose, resume
- to farewell in interviews

UNIT – I

Business Communication: Importance of business communication; ABC of technical communication – Accuracy, Brevity, Clarity; Channels of communication: Downward communication, Upward communication, Diagonal communication, Horizontal communication; Organisational GDs

UNIT – II

Interpersonal Communication and Personality Development: Models of interpersonal development, Johari window, Knapp's model, styles of communication; Team work; Persuasion techniques; Mobile Etiquette, e-mail Etiquette; Time Management

UNIT – III

Technical Written Communication: Differences between Technical Writing and General Writing; Report Writing: Types of Reports, Structure/Format, Language Style, Writing Technical Reports; Writing Scientific Papers

UNIT – IV

Career Oriented Written Communication: Writing SOPs; Job Application: Language style and Format; Résumé writing: design and style; Cover Letter; Business Letters: Letters of enquiry and responses, Letters of complaint, Letters of adjustment, Sales letters; Agenda and minutes of the meeting

UNIT – V

Interview Skills and Group Discussions: Interviews: Purpose, Planning, Preparation, Language and style, Sample interview questions and answers; Group discussions: Types of GDs, Features of good GDs, Preparing for a group discussion

Suggested Reading:

1. E. Suresh Kumar, *Engineering English*, Orient Blackswan, 2014.
2. E. Suresh Kumar et al., *Communication Skills and Soft Skills*. Pearson, 2011.
3. Sanjay Kumar and Pushp Lata. *Communication Skills*. OUP, 2011.
4. Kavita Tyagi and Padma Misra. *Professional Communication*. PHI, 2011.
5. Meenakshi Raman and Sangeeta Sharma. *Technical Communication: Principles and Practice*. OUP, 2011.