



ALAGAPPA UNIVERSITY



(A STATE UNIVERSITY ACCREDITED WITH A+ GRADE BY NAAC (CGPA: 3.64)
IN THIRD CYCLE, GRADED AS CATEGORY-1 AND GRANTED AUTONOMY BY
MHRD-UGC
KARAIKUDI- 630003). TAMILNADU, INDIA

DEPARTMENT OF DISASTER MANAGEMENT

Phone: 04565 223217

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VALUE ADDED COURSES

CODE : 646VA3 – BUSINESS COMMUNICATION 2023-2024

Eligibility: Any Degree

Course Duration: 30 Hours

ABOUT THE DEPARTMENT

The Department of Disaster Management is a new Department established in the academic year 2019-20. The study of disaster management is a felt need of the hour as catastrophes are increasingly experienced due to climate change. The Department has developed cutting-edge teaching and research methods to provide theoretical and practical perspectives on disaster mitigation, preparedness, response and recovery.

COURSE OBJECTIVES

- 1.The primary objective of the course is to enhance the communication skills of the students.
- 2.Enhance proficiency and competencies in verbal and non- verbal communication skills with a holistic long-term perspective

COURSE OUTCOME

By the end of the course students should be able to:

1. Apply business communication theory to solve workplace communication issues.
2. Demonstrate the communication skills required in the workplace.
3. Understand complex ideas in written and spoken formats.
4. Express complex ideas accurately in written and spoken formats.
5. Identify Common Errors and Rectify Them

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646VA3-BUSINESS COMMUNICATION

Objective: The primary objective of the course is to enhance the communication skills of the students.

Unit I: Introduction Nature, Importance and Role of Communication; the Communication Process; Barriers and Gateway to Communication, the Cross-Cultural Dimensions of Business Communication.

Unit II: Forms of Communication and Communication for Job Verbal Communication: Types of Verbal Communication Art of Public Speaking, Effective Listening etc. Written Communication: Principles of Effective Written Communication; Commercial Letters, Enquiries, Quotations and Tender Notices, Placing Orders, Export/Import Correspondence, Correspondence with Public Authorities, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents. Internal Communication: Memo, Office Order, Office Circular, Office Note, Correspondence with Branch Offices. Précis and summarizing, Report and Proposal Writing, Writing a Summer Project Report.

Unit III: Communication for Job: Writing CVs & Application Letters, Group Discussions & Interviews, The Employment Interview, Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, emails, SMS, teleconferencing, videoconferencing

Unit IV: Case Study Method of Learning Understanding the case method of learning, Different types of cases, Overcoming the difficulties of the case method, Reading a case properly (previewing, skimming, reading, scanning), Case analysis approaches (systems, behavioural, decision, strategy), Analyzing the case, dos and don'ts for case preparation

Unit V: Soft Skills Development Soft skill attributes for business executives like communication, business etiquette, adaptability, integrity, interpersonal skills, positive attitude, professionalism, discipline and responsibility, teamwork and motivation. Presentation Skills: Presentation definition, Elements of presentation, designing a presentation, advanced visual support for business presentation, Types of visual aids, Appearance & Posture, Practicing delivery of presentation.

SUGGESTED READINGS:

1. Scot, O. (2016). Contemporary Business Communication. New Delhi: Biztantra.
2. Sehgal, M. K. and Khetrpal, V. (2006). Business Communication. New Delhi: Excel Books.
3. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. New Delhi: Prentice Hall of India Pvt. Ltd.
4. Taylor, S. (2015). Communication for Business. New Delhi: Pearson Education.
4. Lesikar, R. V. & Flatley, M. E. (2016). Basic Business Communication Skills for Empowering the Internet Generation. New Delhi: Tata McGraw Hill Publishing Company Ltd. New Delhi.
5. Guffey, M. E. & Loewy, D. (2016). Business Communication. US: Cengage Learning.
6. Bisen, V. (2009). Business Communication. New Delhi: New Age International (P) Ltd., Publishers.