

Course: PUSASQF 501	Business communication (Credits : 3 Lectures/Week : 5)	
Objectives: The objective of introducing this course is to teach effective communication. The student should develop better listening, speaking, writing skills. Effective communication through electronic media is essential and will be covered in the required detail. Expected Learning Outcomes: At end of the course, students will be able to: 4) Demonstrate better listening, speaking and writing skills 5) Effectively communicate their thoughts in various situation in a formal and informal way		
Unit I	Communication process Developing awareness of the complexity of the communication process Listening skills Developing effective listening skills in students so as to enable them to comprehend instructions and become a critical listener.	12L
Unit II	Speaking skills Developing effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups	12L
Unit III	Writing skills develop effective writing skills so as enable students to write in a clear, coherent, concise, persuasive and audience centred manner	12L
Unit IV	Communication through electronic media Developing ability to communicate effectively with the help of electronic media	12L
Text books and References: 1. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press 2. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon, New Delhi. 3. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York 4. Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta. 5. Fisher Dalmar, (1999), Communication in Organisation 6. Ludlow,Ron.(1995) The Essence of Effective Communication 7. Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York. 8. Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press		