



GOVERNMENT COLLEGE BARAN (RAJASTHAN)

VALUE ADDED COURSE

COURSE CODE-GCB/VAC/COM

CONTACT HOURS- 30

COURSE OBJECTIVES: Students are familiarized with basic professional communication skills, to use language effectively during interviews, group discussions, public speaking, and ethical values and inculcate organizational behavior. They also improve their weakness while communication and learn to effectively communicate.

EVALUATION- Class room presentation, Group Discussions/Viva.

CREDIT – 0

DISCIPLINE- OPEN TO ALL

COURSE CONTENT

MODULE I

Communication: Meaning, Nature, importance Objectives, Process of Communication, Principles / Essentials of good communication, Factors Affecting Business Communication.

MODULE II

Types of Communication: Formal, informal, Inter-personal, verbal, non-verbal, Individual and Group, Grapevine, Communication networks. Designing for effective Communication: Planning business messages, Rewriting and Editing. The first draft, Reconstructing the final draft, Selecting the appropriate channels and medium.

MODULE - III

Theories/Models of Business Communication. Barriers to Business Communication and improving Business Communication. Self- Development and Communication - Development of positive personal attitudes, SWOT analysis.

MODULE - IV

Writing Skills: Business letters and Memo formats; Appearance request letters, good news and bad news letters; persuasive letters, Sales letters, Office memorandum, Writing report and proposals.

MODULE – V

Non-Verbal Communication: Body language, kinesics, proxemics, para language. Effective listening: Principles and factors affecting the listening. Modern Techniques of Communication - Fax, E-mail, Video - conferencing, Internet, SMS etc.

REFERENCES:

1. Diwan Parag: Business Communication. MP Excel Book.
2. Goyal, Dayal, Singh and Dev: Business Communication Ramesh Book Depot, Jaipur.
3. Chaturvedi & Chaturvedi: Business Communication, Pearson Education, New Delhi.