

# SHRI LAL BAHADUR SHASTRI DEGREE COLLEGE, GONDA

## CERTIFICATE COURSE DEPARTMENT OF COMMERCE

### BUSINESS COMMUNICATION

Duration: 40 Hours

1. **Introduction to Business Communication**
  - Role of communication
  - Defining and classifying communication
  - Purpose of communication
  - process of communication
  - Characteristics of successful communication
  - What is oral Communication?
  - Principles of successful oral communication
  - Barriers to communication
  - What is conversation control?
  - Reflection and empathy
  - Effective listening
  - Non – verbal communication
  - Written communication
2. **Essential Grammar**
  - Essential grammar for written communication
  - Tenses-Sentence making
3. **Business letters and reports**
  - a. Introduction to business letters
  - b. writing routine and persuasive letters
  - c. positive and negative messages -writing memos
  - d. what is a report e. electronic writing process-e mailing
4. **Presentation skills**
  - a. What is a presentation?
  - b. elements of presentation
  - c. designing a presentation
  - d. types of visual aid-PPT Presentations
  - e. negotiations skills
5. **Essential soft skills**
  - Etiquette-Social grace
  - Interpersonal skills -Team spirit



- Conflict management
  - Attitude - Emotion and Attitude Change
  - Components of Emotion Appeals
  - Motivation concepts
  - Time management
  - Stress management
  - Personality
  - Social & Corporate sensitivity
- 6. Employment communication**
- Effective methods of Job hunting
  - Resume and covering letter preparation
  - Pre interview preparation
  - Telephonic interview
  - Group discussion
  - Personal interview
  - Post interview formalities
  - Impact of Technological Advancement
  - Communication networks
  - Intranet
  - Internet
  - e mails
  - SMS
- 7. Teleconferencing**

A handwritten signature in black ink, appearing to read 'R. Singh', is written over a horizontal line.