**COURSE CODE : HS1C02**

**COURSE TITLE** : **BUSINESS COMMUNICATION**

**UNIVERSITY : DIBRUGARH UNIVERSITY**

**SEMESTER : FIRST SEMESTER**

**CREDIT : 02**

**L:T:P : 2:0:0**

**End sem. Examination for this course will carry 50 marks**

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| Module | Details of module | No. of Lectures |
| 1 | ***Business Communication*** covering, Role of communication in information age; communication in a technical organization; concept and meaning of communication; process of communication; forms of communication; mass communication; Barriers to the process of communication; effective communication | 5 |
| 2 | ***Style and organization in technical communication*** covering, Listening, speaking, reading and writing as skills; Objectivity, clarity, precision as defining features of technical communication; Principles of effective writings; Various types of business writing: Language and formats of various types of letters, developing outlines, key expressions, article reviews. | 5 |
| 3 | ***Professional speakingandAdvanced Techniques in Technical Communication***covering Elements of effective presentation; Connecting with audience during presentation; Planning and preparation a model presentation.Power-point presentation; Seminar Preparation; Professional interaction. | 5 |

***Text/Reference books:***

1. Fred Luthans, *Organizational Behaviour,* McGraw Hill

2. Lesikar and petit, *Report writing for Business*

3. M. Ashraf Rizvi, *Effective Technical Communication*, McGraw Hill

4. Wallace and masters, *Personal Development for Life and Work*, Thomson Learning

5. Hartman Lemay, *Presentation Success*, Thomson Learning

6. Malcolm Goodale, *Professional Presentations*

7. Farhathullah, T. M. *Communication skills for Technical Students*

8. Michael Muckian, John Woods, *The Business letters Handbook*

9. Herta A. Murphy, *Effective Business Communication*

10. *MLA Handbook for Writers of Research Papers*