

University of Kota, Kota

SEC: Business Communication

Course Code:

Credits:02

Course Objectives: To understand, learn and improve professional skills, and to represent yourself confidently

Learning outcomes : After the completion of the course the students will be able to adopt professional behaviour, and present oneself with finesse with standard workplace expectations

Examination Scheme: For the session 2025- 26 examination of SEC will be of 50 marks. The pattern of examination for students should be single multiple choice based (OMR based) question paper of 1.1/2 hrs.

UNIT I Business Communication basics

Communication - definition, nature and scope, importance, process of communication, types and flows of communication, communication barriers, how to overcome barriers

UNIT II Business Language Skills

Common errors in written and spoken language, one word substitution, Words often confused, synonyms, antonyms,

UNIT III Interpersonal Communication

Conflict and stress management, character building, decision making, importance of self motivation, team work, time management, group discussion, cross cultural communication

UNIT IV Writing skills

Job application, Resume building , linkedIn profile writing, letter and e mail writing, report writing, minutes of meeting, writing notices

UNIT V Business Etiquettes

Presentation skills (PPT), telephone etiquettes, email etiquettes, Work place etiquettes, Meeting etiquettes

#SEC (Skill Enhancement Course)

Suggested Readings:

1. Communication Skills, Pushplata and Sanjay Kumar, Oxford University Press
2. Effective Business Communication, Rodriques M V., Concept Publishing Company
3. Power of Positive Thinking, Mile, D. J., Rohan Book Company, Delhi
4. Body Language, Smith B., Roshan Book Company, New Delhi
5. Business Communication and Report Writing, R.C. Sharma and Krishna Mohan, Tata Mcgraw- Hill Publishing Company
6. Effective Communication and Soft Skills: Strategies for Success Nitin Bhatnagar and Mamta Bhatnagar. Pearson Pub. 2012.

Web References:

1. <http://networketiquette.net>
2. <https://public.wsu.edu/~brians/errors/>