

**SANTHIGIRI COLLEGE OF COMPUTER SCIENCES, VAZITHALA**  
**BUSINESS COMMUNICATION-SYLLABUS**

**Academic Year-2020**

**Course Code-ADD-SC-06**

**Course Name: Business Communication**

**Faculty Name: Ms. Reshma Augustine**

**Total Hours-30**

**Target students-S1 B.Sc. Psychology Students**

**About:** This course takes the students through the forms of communication prevalent in the business environment and make them ready to face the challenges in the field.

**Course Outcome**

1. Familiarize the students about the basics of Business Communication
2. Provide the students with practical lessons which will make them appreciate the application of this in the business environment.
3. Sensitize the students about various sorts of Business Communication and application of the same.
4. Make the students understand the usage of verbal communication and make them ready to face challenges of the Business world.
5. Familiarize the students about the importance on Non-verbal Communication and its usage.

Module No.	Title & Contents	No.of Hours
1	INTRODUCTION TO COMMUNICATION 1.1 Communication in a business environment 1.2 Types of Communication 1.3 Principles of Effective Communication	4
2	ONLINE COMMUNICATION 1.1 Introduction to online communication 1.2 Email writing	3

3	<b>NON-VERBAL COMMUNICATION</b> 1.1 Introduction to Non-verbal Communication 1.2 Types of Non- verbal communication 1.3 Importance and Usage	3
4	<b>LISTENING AND SPEAKING SKILLS</b> 1.1 Developing Effective Listening Skills 1.2 Everyday Interactions 1.3 Group Discussions 1.4 Public Speaking 1.5 Conversations, Dialogues and debates	7
5	<b>READING SKILLS</b> 1.1 The Art of Effective Reading 1.2 Reading Comprehension	2
6	<b>WRITING SKILLS</b> 1.1 Note Making 1.2 Paragraph Writing 1.3 Essay Writing 1.4 Business Letters and Reports 1.5 Resumes	7
7	<b>DYNAMICS OF PROFESSIONAL PRESENTATIONS</b> 1.1 Introduction 1.2 Combating Stage Fright 1.3 Preparing Power Point slides	4

Parakkal

