

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**  
**COURSE-2.5 Business Communication**

**Objectives:**

Success in business solely depends upon effective communication. The syllabus elaborates the various facets, nuances, types, channels, methods, techniques, barriers and dimensions of Business Communication that help students in understanding the importance of communication in business, thus enabling them to use appropriate techniques and skills which further empower them to excel in their professions.

**UNIT-I**

Communication-meaning, history, subject matter; types, importance and benefits of Communication; Channels-written, oral, aspects of body language, Structuring of body language with proper postures, gestures.

Public Relations

**UNIT-II**

Barriers in Communication-Semantic, Psychological, Cultural;  
Methods to overcome barriers

**UNIT-III**

Business Letters- Characteristics of good Business Letters;  
Types-Enquiries, Reply, Quotations, Complaints, Orders;  
Bank Correspondence. Drafting-Letters to Public Authorities; MOU; Joining Letters; Call for Tenders; Letters of Application for a position, Offer and Acceptance Letters, Resignation Letters, Quotations and Supply orders.

#### **UNIT-IV**

Reports-Meaning; Types-Committee and Individual Reports, Press Reports, Reports to Shareholders, Board of Directors Reports, Auditors Reports, Reports of Investigation and Enquiry.

Drafting of Public Appeals, MOU, Public Memorandum, letters to Public Authorities, Consumer Forum, LokAdalat, RTI

#### **UNIT-V**

Skills of Argument and logical inferences, Counselling, Developing Court Room situation, games for better effective communication, Art of Public Speaking

#### **Reference Books**

1. Basic Business Communication-Lesiker and Flatley
2. Business Communication-P.D Chaturvedi and MukeshChaturvedi