

i. 2.7.ii Language-cum-Graduate attributes Development programmes:

We have the course of Business Communication in which various aspects of communication are taught to the students.

We also have Language Lab in which students practice language skills.

III	ENG AEEC/ SEC 302	<p>AEEC/SEC-4 Business Communication</p> <p>UNIT-I Introducing Business Communication:</p> <ul style="list-style-type: none"> • Basic Forms of Communication • Communication Models and Processes: Linear, Transitional and Interactive • Effective Communication • Principles of Effective Communication <p>UNIT-II Corporate Communication:</p> <ul style="list-style-type: none"> • Formal and Informal Communication: Grapevine • Barriers and Gateways to Communication • Practices in Business Communication <ul style="list-style-type: none"> - Group Discussion - Mock Interview - Seminars - Individual and Group Presentations <p>UNIT-III Writing Skills and Modern Communication:</p> <ul style="list-style-type: none"> • Business Letters and Memo Format 	4
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		<ul style="list-style-type: none"> • Good News and Bad News Letters • Sales Letter • Selection Letter • Fax, E-mail - Formal and Informal • Video Conferencing <p>UNIT-IV Non-Verbal Aspects of Communication:</p> <ul style="list-style-type: none"> • Body Language • Kinesics • Proxemics • Para Language <p>Classroom Activity:</p> <ul style="list-style-type: none"> • Office Etiquette – Personal Appearance, Grooming, Professional Appearance, Manners, Pleasantness, Punctuality, Listening, Preparation, Respect/Courtesy, Work Culture • Business Dining – Table Manners and Conventions • Managing Customer Care – Customer is King, Prompt Service, Courtesy • Making a Powerpoint Presentation <p>Recommended Readings:</p> <p>1. <u>Business Communication: Concepts, Cases and Applications.</u> P. D. Chaturvedi and Mukesh</p>	
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