Process of communication: Communication model, Channels of communication, Flow of communication, Barriers to effective communication, How to make communication effective.

Communication theories: Interaction-information-Completeness.

7‘c of communication: Conciseness-Correctness-Completeness, Clarity - Consideration-Courtesy-Concreteness.


Oral communication: Meeting: Types and conduct, Interview: Types and conduct, Presentation or speech: Types-Planning-Delivering the presentation or speech, Workshop and seminar: Planning-Conduct.

Communication strategy: Image building, Minus image and its implications, Developing a positive corporate image, Messages choice: Favorable, unfavorable, negative and persuasive. Précis writing: Methods of précis writing, Principle points to be kept in mind while writing précis, Specimen of passages and their précis.


Text Books:
1. Murphy and Hildebrandt, Effective Business Communication.