**DIRECTORATE OF DISTANCE EDUCATION**

**INTEGRAL UNIVERSITY, LUCKNOW**

**Subject Name: Communication Skills**

**Subject Code: B.COM- 107 Paper Code: CS/B**

**(W.e.f. JULY 2018 Session)**

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| **C**  **ON**  **T**  **E**  **N**  **T**  **S** | **UNIT** | **Chapter Name** |
| **Unit - 1** | **INTRODUCTION TO COMMUNICATION** |
| **Unit – 2** | **EFFECTIVE COMMUNICATION SKILLS** |
| **Unit – 3** | **PROCESS OF COMMUNICATION** |
| **Unit – 4** | **BARRIERS AND GATEWAYS IN COMMUNICATION** |
| **Unit – 5** | **LETTERS IN BUSINESS** |
| **Unit – 6** | **REPORTS WRITING IN BUSINESS** |
| **Unit – 7** | **ORAL AND NON-VERBAL COMMUNICATION** |
| **Unit – 8** | **PUBLIC SPEAKING AND PRESENTATION SKILLS** |
| **Unit – 9** | **COMMUNICATION: NEGOTIATIONS AND LEGAL ASPECTS** |
| **Unit – 10** | **AGENCY CORRESPONDENCES IN BUSINESS** |

**UNIT-1 INTRODUCTION**

* + Communication skills are especially
  + Important when collaborating with a classmate on a project. (Corbis)
  + Listening, writing, and speaking are all skills we use in meetings

**UNIT-2 WRITING SKILLS**

* + Information overload
  + Define your purpose
  + Proposal to the principal
  + The 4 CS of successful writing
  + Be concise—the cover letter
  + Organizing the cover letter
  + The pyramid style of writing
  + Communication facts
  + Sound-alike and look-alike words
  + Proofreading rules
  + The pitfalls of email
  + Improve your writing
  + The 10 commandments of good writing

**UNIT-3** **SPEAKING SKILLS**

* + The importance of public speaking
  + Enlist the aid of the audience
  + Stage fright
  + Make your stage fright work for you
  + Understanding your audience
  + Hook the audience
  + Open with a joke?
  + The benefits of humor
  + Completing your presentation
  + Practice makes (almost) perfect
  + The eight secrets of successful speaking

**UNIT-4 COMMUNICATING EFFECTIVELY**

* + Job interviews and communication skills
  + Dress for success: what to wear to a job interview
  + Prepare through practice
  + Prepare questions of your own
  + Communicating with customers

**UNIT-5 LISTENING SKILLS**

* + The role of teamwork in an organization
  + The five rules for effective listening
  + Nostueso

**UNIT-6 Making meeting work**

* + The importance of meetings
  + Planning an agenda
  + People and preparation
  + Sample meeting agenda form
  + Effective speaking
  + Listening is crucial—even if you disagree
  + Concluding a meeting