**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