

Course: Effective Business Communication

Course Code: noc20-hs10

Session: 2019-20

Duration: 6 Weeks

Assessment procedures: Weekly Assignment (25%) + proctored certification Exam (75%)

Curriculum of the Course:

Week 1 - The Process of Communication

- Overview of Communication
- Meta-Communication
- Essential Communication Skills
- Effectiveness of Communication

Week 2 - Professional Writing - The Basics

- Written Business Communication Basics
- Being Managerially Appropriate
- Getting it Write the First Time

Week 3 - Professional Writing - Applications

- Business Correspondence
- Reports and Summaries
- Informative and Persuasive Communication

Week 4 - Oral Communication

- Fundamentals of Oral Communication
- Glossophobia and Lack of Confidence

Week 5 - Presentations

- Making Professional Presentations
- Plan and Prepare
- Practice and Perform

Week 6 - Interpersonal Skills

- Introduction to Interpersonal Communication
- Behavior and Communication
- Personality and Communication

List of students enrolled

S. No	Name of Student
1	Rajeev Sharma