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2016-17

COURSE SYLLABUS

(It contains contents for each paper along with the reference suggested to be used)
**PROPOSED SYLLABUS FOR DIPLOMA IN BUSINESS JOURNALISM &
CORPORATE COMMUNICATION**

I. Communication and Business Communication

(Objective : The objective of the paper is to familiarize the students with different aspects of communication, mass communication and their areas of application like business communication along factors leading to effective communication)

1. Communication and Mass Communication – meaning, definition and scope, choice of communication channels in communication strategy.
2. Introduction to Communication Theory
3. Definition and importance of Business Communication.
4. Channels of communication
5. Means or media of communication
 - Verbal
 - Non verbal – body language / space language, paralanguage, sign language;
 - Perceptions/attitudes/beliefs/values/norms
6. Interpersonal/intrapersonal Business Communication
7. Business correspondence : Business letters/reports (annual committee etc.) précis/summarizing etc.
8. Guidelines for effective communication
9. Traditional Media – religious / coir groups, traditional art and theatre.
10. Audience research and feedback.

Suggested Reading

1. Business Communication Today - Boveen and Thill (1995), New York
2. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
3. Effective Business Communication - Murphy and Hildebrandt (1991), New York: McGraw Hill
4. Communication in India : Some Observations and Theoretical implications - J.S. Yadava, IIMC
5. Communication Theory : Eastern and Western perspective- Lawrence D. Kincaid
6. Business Communication – R.K. Madhukar
7. Business Communication Today – Sushil Bahl
8. Successful Communication for Business Development – Angela Wadia
9. Developing Communication Skills – Krishna Mohan and Meera Banerji

