



NAIPUNNYA
SCHOOL OF MANAGEMENT

A Project of the Archdiocese of Ernakulam - Angamaly
Affiliated to the University of Kerala
Accredited by NAAC with A Grade
An ISO Certified Institute

ADD ON COURSE 2022-23

(CC HM 1111)

CERTIFICATE COURSE IN BUSINESS COMMUNICATION

DEPARTMENT OF HOTEL MANAGEMENT

NP-NAAC-DQAC-NIHM-F22-Add-on Course - Certificate Programmes

CERTIFICATE COURSE IN BUSINESS COMMUNICATION

(CC HM 1111)

Introduction:

Total no of hours - **30 hours**

Mode of Examination - **Theory (01-hour exam)**

This is an enabling course which aims to give students a formal and methodical exposure to academic and technical writing and professional communication skills.

Objectives:

1. Managing Business implies coordinating activities of different group
2. Describe aspects of personal and everyday life in both oral and written form
3. Produce short and simple development skills
4. Demonstrate some control of essential communication ability

Key Learning Outcomes:

By the end of the course, the students will be able to:

1. Understand and extract the essential information from a written or spoken text on a business communication
2. . Understand and extract the Job application and resume writing.
3. Control a range of isolated words and phrases dealing with concrete everyday topics like hobbies, shopping, food and eating, weather and seasons, household goods, city and country life, etc.
4. Perform a variety of social functions including greetings, introductions and farewells, making and responding to requests, suggestions, invitations and apologies, conducting simple transactions in shops and offices, asking for and giving directions, etc.

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5. Describe people, places, likes and dislikes and daily routines in a series of simple phrases and sentences.
6. Construct short and simple letters or reports to the business people, places and events.
7. Write a clear topic sentence for different business letters.
8. Understand the form and function of the basic official correspondences.
9. Perform a range of official support through formal and informal writings, preparing reports, letters, memorandum, notices, agenda, minutes etc.
10. Understand and perform the structure and rationale of descriptive, narrative, expository and argumentative writing.

Syllabus

Module 1: Nature and Scope of Business Communication **06 Hours**

- Introduction
- Nature of Communication, Classification of Communication
- Process of Communication, Purpose of Communication
- Scope of Communication, Function of Communication
- Evaluation of Communication Effectiveness, Organizational Communication

Module 2: Non-verbal Communication **06 Hours**

- Introduction
- Characteristics of Non-verbal Communication
- Relationship of Non-verbal Message with Verbal message
- Classification of Non-verbal Communication

Module 3: Oral & Written Communication **06 Hours**

- Introduction
- Verbal Communication - Oral
- Verbal Communication - Written
- Different Types of Letter, Essentials of a Business Letter

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- Knowing What Qualities as a Bad Letter, The Lay Out of Business Letter, Business Report

Module 4: Job Application & Resume Writing

06 Hours

- Introduction
- Job Application/Covering Letter
- Resume/CV Writing

Module 5: Presentation Skills & Business Etiquette

06 Hours

- Introduction
- Personal Appearance, Grooming & Clothing
- Presentation in a Business, Elements of Presentation
- Ten Steps to a successful Presentation
- Guidelines for the use of visual Aids, Handouts
- Business Greeting, Telephone Etiquette, Dining Etiquette

Books Recommended

- Effective Business Communication, Neera Jain & Shoma Mukheji, Tata McGraw Hill Education Pvt. Ltd.
- Business Communication, M S Ramesh, C C Pttanshetti and Madhuri M Kulkarni, R Chand & Co, Ansari Road, New Delhi.
- Business Communication, R C Bhatia, Ane Books PVT. Ltd, Parwana Bhawan – 24, New Delhi