

**Syllabus - BBA –Semester II**  
**71215 Communication Skills**

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**1. The Types of Business Communication**

Introduction

Business Communication

The Classification, Functions & Scope of Business Communication

Internal Communication

External Communication

Conclusion

**2. The Communication Process**

Elements of Communication

The Communication Cycle

The Barriers To Communication

**3. The Principles of Communication**

Introduction

The Medium of Communication

Accuracy

Brevity

Clarity

Courtesy

Conclusion

**4. The Modes of Communication**

Introduction

The Types of Communication

Oral Communication

Written Communication

Non-Verbal Communication

Visual Signs in Non-Verbal Communication

Audio Signals in Non-Verbal Communication

Silence

Time

Touch

The Functions of Non-Verbal Communication

The Merits & Demerits of Non-Verbal Communication

Conclusion

**5. Verbal Skills**

Introduction

The Language used in Oral Communication

Verbal & Linguistic Modifiers & Regulators & Voice Culture

The Techniques of Delivery

Conclusion

**6. The Art of Listening**

Listening & Hearing  
The Value of Listening  
The Functions of Listening  
The Pitfalls involved in Listening  
The Process of Listening / The Principles of Listening  
How to Listen Efficiently  
The Barriers to Efficient Listening  
The Types of Listening  
Conclusion

## **7. Body Language**

Introduction  
The Types of Body Language  
Facial Expressions  
Kinesics Related To The Body  
Touch  
Conclusion

## **8. How to conduct Oral Communication**

The Classification of Oral Communication  
Dyadic Communication  
Group Communication  
Requests  
Complaints  
Inquiries  
Introduction  
Dictation  
The Telephone  
Interviews An Overview  
At the Interview Venue

## **9. The Essentials of Written Communication**

Introduction  
Alignment  
Font Style  
Bold, Italics & Normal  
Font Size  
Indentation & Block Style  
Items  
Emphasis  
Letter Heads  
Continuation Sheets  
Stationery  
Presentation  
Conclusion