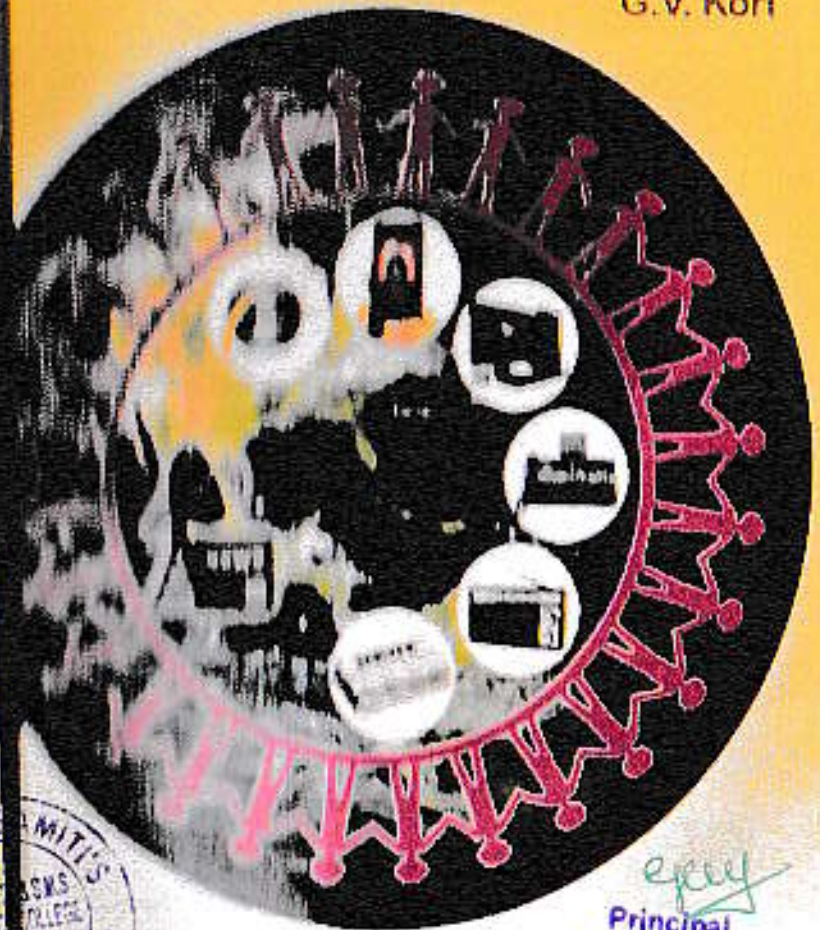


Business Communication Skills

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Pushpa Abbigeri
G.V. Kori



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S.H.A.S. Samiti's
Smt. K. S. Jigalur Arts and
Dr. (Smt) S. M. Sheshnari Commerce

TEXT BOOK

BUSINESS COMMUNICATION SKILLS

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BUSINESS COMMUNICATION SKILLS

For B.Com. II Semester of Akkamahadevi Women's
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Preface

We the authors take pleasure in placing this book in the hands of our students. This edition covers the revised syllabus of B.Com. Second Semester, of the subject Business Communication Skills prescribed by Akkamahadevi Women's University, Vijayapur.

Communication is the backbone of life. We are in the globalised world which forces us to learn many survival skills including communication skills. Incessant changes taking place in the modern age of information technology suggest the need for effective communication system for the success of an organization. They need managers, who are well equipped with the communication skills. Communication can be established in many ways in business, professions and private life. Proficiency in drafting messages has become a necessity, to effectively manage the business. Every student of Commerce and management must master the art of drafting business letters.

The book contains chapters relating to business letters, reports, resumes and study skills, including the career opportunities. It is our humble and small efforts to make the students to learn the personality development skills and techniques. Care

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Career Opportunities: Current Affairs, Career Needs of the Country, Steps in Career Planning, Interests, Competencies (abilities), Personality, Options after graduation.

Job Seeking: Alternatives to Unemployment, Interviews, Telephone Skills, Application letters and Forms, Curriculum Vitae and Resume.

UNIT 5: Report Writing: Meaning -Importance and Types of Business Reports. Essentials of a Good Report, Preparing a Report, Forms of Report: i) Letter Form ii) Memorandum Form iii) Letter-text combination form Reports by individuals and committees.

SKILL DEVELOPMENT :

1. Collect different types of sales & circular letters
2. Preparation of resumes by students.
3. Draft application for jobs.
4. Arranging Face to Face Interviews.
5. Demonstration of Electronic Communication.
6. Collect Business Reports.
7. Demonstration of Body languages-Simple postures and gestures.

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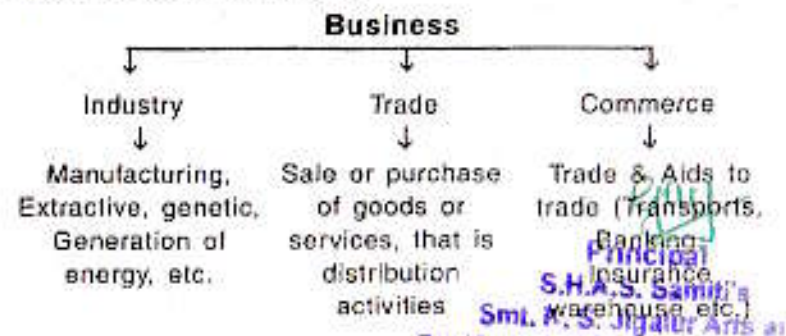


UNIT **1**

Introduction to Business Communication

▪ **Business at Glance**

The word, 'Business' is so commonly used in this modern era, that it has lost its specific meaning today. It speaks of its immense use in all contexts of life activities. Yet, we should not forget its academic meaning. It refers to all those economic activities, which are largely grouped as production, distribution and consumption. In other words, it includes industry, trade and commerce. Any activity conducted with an intention to earn profit, and is in the nature of industry, trade or commerce, be termed as a business activity. The following chart broadly conveys the constituents of business.



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