

## **Business Communication**

### **Suggestive Coverage:**

- ⌚ Understanding The Foundations Of Business Communication
- ⌚ Etiquette for Writing
- ⌚ Planning Business Messages
- ⌚ Writing Business Messages
- ⌚ Completing Business Messages
- ⌚ Writing Routine & Positive Messages
- ⌚ Writing Negative Messages
- ⌚ Writing Persuasive Messages
- ⌚ Writing Messages for Electronic Media
- ⌚ Communicating Information Through Visuals
- ⌚ Planning Reports and Proposals
- ⌚ Writing Reports and Proposals
- ⌚ Completing Reports and Proposals

### **Suggestive Text Books:**

1. Business Communication Today, 9th edition, Bovee, Thill and Chaturvedi; Pearson Publication, New Delhi.
2. Business Communication by M.K. Sehgal & Vandana Khetarpal; Excel Publication
3. Business Communication & Personality Development by Biswajit Das and Ipseeta Satpathy
4. Basic Business Communication by Lesikar, Flatley, Rentz and Neerja Pandey; 11th edition; Tata McGraw Hill Education Private Limited, New Delhi
5. Contemporary Business English, 5th edition (Indian Adaptation), by Scot Ober; Biztantra Business Communication by K.K.Sinha; Galgotia Publishing Company
6. Business Communication by Raman and Singh; Oxford Publication

7. Skills Development for Business and Management Students by Kevin Gallagher; Oxford Publication
8. Understanding Human Communication, 9th edition; Adler and Roadman; Oxford Publication
9. Business Communication by Asha Kaul; 2nd edition; PHI Learning
10. Developing Communication Skills by Mohan and Banerji, 2nd edition; Macmillan
11. Management Communication: A Case- Analysis Approach by O'Rourke and Singh; 4th edition; Pearson Publication, New Delhi.
12. Business Communication by Sethi and Adhikari; Tata McGraw Hill Education Private Limited, New Delhi
13. Effective Business Communication by Asha Kaul; PHI Learning
14. Business Communication: Concepts, Cases and Applications, by Chaturvedi; 2nd Edition; Pearson Publication, New Delhi.
15. Business Correspondence and Report Writing: A practical Approach to Business and Technical Communication by Sharma; 4th edition; Tata McGraw Hill Education Private Limited, New Delhi
16. Effective Business Communication by Murphy, Hildebrandt and Thomas; 7th edition; Tata McGraw Hill Education Private Limited, New Delhi  
Communication for Business: A practical Approach by Taylor and Chandra; 4th edition; Pearson Publication, New Delhi.
17. Communication by C.S. Rayudu; 8th edition; Himalaya Publishing House