

## **Semester I**

### **FYBAF**

#### **Business Communication – I**

1. Concept of Communication
2. Process of Communication
3. Impact of technological advancements on Communication
4. Channels and Objectives of Communication
5. Channels Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine
6. Problems in Communication /Barriers to Communication
7. Importance of Listening Skills
8. Importance of Business Ethics
9. Corporate Social Responsibility
10. Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing
11. Resume
12. Letter of Resignation
13. Letter of Acceptance of Job Offer
14. Job Application Letter