

27.09.2021

Hosur

From

Dr. K. Lavanya

Head & Assistant Professor

Department of English

St. Joseph's College of Arts and Science for Women

Hosur 635 126

To

The Principal

St. Joseph's College of Arts and Science for Women

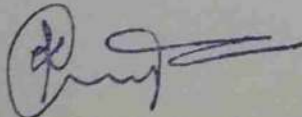
Hosur 635 126

Respected Madam,

Sub: Seeking permission to conduct a Certificate Course – Executive Communication– Reg.

I place a request to grant permission to conduct a **Certificate Course – Executive Communication** for the Academic year 2021-2022. The classes will begin from 04.10.2021. We value your guidance and support in such initiatives, and eagerly await your kind permission to proceed.

Thanking You



(Dr. K. Lavanya)

Head and Assistant Professor
Department of English
St. Joseph's College of Arts and Science for Women
SIPCOT, Hosur - 635 126.



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN, HOSUR
(AFFILIATED TO PERIYAR UNIVERSITY)

EXECUTIVE COMMUNICATION

Circular

29.09.2021

We would like to inform that The Department of English will conduct the certificate course- Executive Communication for all the first years of the academic years 2020-2021 at 3.30 pm. We are delighted to announce that the course highlights professional presentation skill, effective business writing and executive presence enhancement.

Signature of the Coordinator

Department of Computer Science

Department of Business Administration

Department of Biotechnology

Department of Commerce

Department of Mathematics

Department of Physics

Department of Chemistry

Department of Nutrition & Dietetics

Signature of the HoD

Head and Assistant Professor
Department of English
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St. Joseph's College of Arts and Science for Women, Hosur

Department of English

Executive Communication–Certificate Course (for all first years – Undergraduate Courses)

Academic Year 2021-2022(ODD)

Course Outcome:

On successful completion of the course the students shall be able

- 1) To provide an overview of prerequisites to Executive Communication.
- 2) To put in use the basic mechanics of Grammar.
- 3) To provide an outline to effective organizational Communication.
- 4) To underline the nuances of Executive communication.
- 5) To impart the correct practices of the strategies of Effective Business writing.

Unit:1 Communication

Meaning and Significance of Communication for Management- Types of Communication - Factors Affecting effectiveness of Communication - Barriers to Communication- Various Modes of Communication.

Unit:2 Business Correspondence

Business Letters-Letters for different Kinds of situation: Enquiries. Inviting Quotations, Sending Quotations, Placing Orders, Claim letters, Customers Complaints, Collection Letters, Sales Promotion Letters.

Revising Business Messages: Revising for Clarity, Conciseness and Readability, Proof reading and Evaluating- Letters of application and resume.

Unit:3 Business Reports and Proposals

Structure of Reports- Long and Short Reports- Formal and Informal Reports Writing Research Reports.

Unit:4 Conducting Meetings and Interviews

Procedure for Conducting Meetings- Preparing Agenda- Participating in Debates and Group Discussions- Attending and Conducting Interviews

Unit:5 Non-verbal Communication

Personal Appearance- Posture- Body Language- Reading Nonverbal Messages- Use of Charts, Diagrams and Tables- Visual and Audio-visual Aids for Communication.



Reference Books

1. Locker, Business Communication Building Critical Skills, Tata McGraw Hill Education, 3ded., 2006.
2. Murphy, H., Hildebrandt, H. and Thomas, J., Effective Business Communication, TataMcGraw Hill Education, 7th ed., 2008.
3. Raman, M. and Singh, P., Business Communication, Oxford University Press, 2006
11. Taylor, S., Communication for Business, Pearson, 4 ed., 2010.

S. Arockiaran

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ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnaagiri - Dist.

Dr. M. P. Anil Kumar
HEAD OF THE DEPARTMENT
Department Of English
MGR College (Arts & Science)
Hosur - 635 130.

