

PAPER 2 : BUSINESS COMMUNICATION
Full Marks : 100

Module A: Theory and Process of Communication

- Meaning and Importance of Communication, Business and Banking Communication. Principles of Business Communication, Process of Effective Communication (Model), Factors Affecting Communication

Module B: Classification and Methods of Communication

- Types of Communication, Downward, Upward, Horizontal, External, Internal, Formal, Informal, Oral and Written, Spoken Communication and Listening.

Module C: Fundamentals of Business Writing

- Adaptation and Selection of Words, Construction of Clear Sentences and Paragraphs, Effective Writing. Directness in Initiating Routine Letters, Answering Routine Letters, Indirectness for Bad-News and Persuasion.

Module D: Fundamentals of Report Writing

- The Shorter form Report Structure, Long Formal Reports

Module E: Standard and Physical Aspects of Communication

- Graphic Aids to Communication, Physical Presentation of Reports and Letters, Correctness of Communication.
- Communication in the Financial Institutions and Banks of Bangladesh

References

- 1 Lesiker, Raymond V. Basic Business Communication
- 2 Narayan, N.C Complete Banking Correspondence
- 3 Singh, L.R. A Guide of Bank Correspondence
- 4 Slocun, Keith. Business English with Programmed Reinforcement