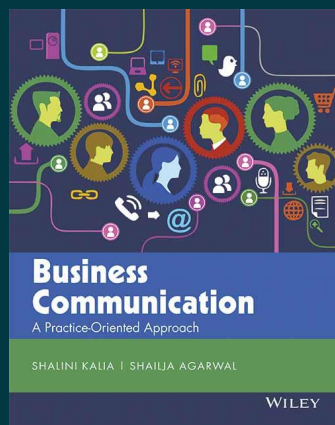




Business Communication: A Practice-Oriented Approach

By Shalini Kalia, Shailja Agarwal

Paperback

9788126554799

₹799.00

Pages: 380

Description

This is a comprehensive textbook designed especially for management students. The uniqueness of this book lies in the way it approaches the subject of business communication - it follows a practice-oriented approach to explain the core concepts of business communication with the help of real-life case situations, examples, exhibits, etc. The book targets to set the mental faculty of students to motion into dealing with day-to-day communication challenges through rigorous, innovative and interesting activities like diagnostic surveys, simulations, role plays, reflection journals, case studies, video cases, etc.

About the Author

Shalini Kalia, Shailja Agarwal

Dr Shalini Kalia has more than 12 years of teaching experience with management institutes of repute and is currently working as Associate Professor and Area Chairperson—Business Communication with Institute of Management Technology

Table of Contents

Chapter 1 Understanding Business Communication

- 1.1 Communication at Workplace
- 1.2 Understanding Communication
- 1.3 Classification of Communication
- 1.4 Communication Challenges
- 1.5 Good Communication Gateways: The 7 Cs of Communication

Chapter 2 Interpersonal Communication

- 2.1 Communication in Work Teams
- 2.2 Listening Skills
- 2.3 Giving and Receiving Feedback
- 2.4 Building Effective Teams and Team Work
- 2.5 Handling Conflict
- 2.6 Negotiating Effectively

Chapter 3 Designing and Delivering Oral Presentations

- 3.1 Challenges in Professional Presentations

3.2 Process of Making Effective Presentations

3.3 Collaborative Presentations

3.4 Online Presentations

3.5 Presenting to a Culturally Diverse Audience

Chapter 4 Fundamentals of Business Writing

4.1 Introduction

4.2 ABC3 Model of Writing

Chapter 5 Drafting Business Messages

5.1 Introduction

5.2 Understanding Your Communication Context

5.3 Deciding on the Communication Objectives and the Plan of Writing

5.4 Routine and Positive Messages

5.5 Negative Messages

5.6 Persuasive Messages

Chapter 6 Writing Effective Reports

6.1 Importance of Report Writing at Workplace

6.2 Types of Reports

6.3 Process of Report Writing

6.4 Writing an Informal Report

6.5 Writing a Formal Report

6.6 Use of Appropriate Mechanics in Drafting a Business Report

Chapter 7 Cross-Cultural Communication

7.1 Cross-Cultural Communication at Workplace

7.2 Culture Defined

7.3 Dimensions of Culture

7.4 Challenges of Cross-Cultural Communication

7.5 Understanding Cross-Cultural Communication Complexities

7.6 Improving Cross-Cultural Communication Skills at Workplace

Chapter 8 Communicating Through Technology

8.1 Introduction

8.2 Classification of Technological Tools for Communication

8.3 Major Technological Tools

8.4 Effective Use of Technology for Communication

8.5 Communicating Through Social Media

8.6 Communicating in Virtual Teams

Chapter 9 Employment Communication

9.1 Employment Process

9.2 Setting Goals

9.3 Understanding Employers' Mindset towards the Employment Process
9.4 Organizing Your Approach to the Employment Process
9.5 Drafting Résumés and Other Employment Messages
9.6 Drafting Application Letters
9.7 Handling Group Discussions
9.8 Handling Interviews
9.9 Drafting Post-Interview Employment Messages
Conclusion
Concept-Based Questions
Critical Thinking Questions
Simulation
Video Analysis
Picture Analysis
Case Study
Reflection Sheet
Analysis of Diagnostic Survey: How Good Are Your Employment Communication Skills?
Index

To purchase this product, please visit:

<https://www.wileyindia.com/business-communication-a-practice-oriented-approach.html>



Scan to buy