

Business Communication in Financial Institutions (BCFI)

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, Ethics in Communication.

Module B: Classification and Methods of Communication

- Major types of communication: Verbal, Non-Verbal and Visual.
- Other types of Communication: Downward, Upward, Horizontal, External, Internal, Formal, Informal, Oral and Written, Spoken Communication and Listening.

Module C: Applications to Specific Letter Situations

- Directness for Good-News and Neutral Messages (Inquiry, Order, Claim and Adjustments), Indirectness for Bad-News Message (Refused request, Adjustment Refusals, Credit Refusals), Persuasive Written Messages, Persuasion in sales, Collections, Strategies in the Job Search Process.

Module D: Fundamentals of Business Letters and Report Writing

- Application Letter, Effective CV writing, Thank You Letter, Complaint Letter, Inquiry Letter, Persuasive Letter, Formal Letter Formats for Official Authorities
- Business Proposal, Short Report Structure and Long Formal Report

Module E: Fundamentals of Presentations and Electronic Media

- Structuring and Usage of Graphic Aids in Presentations and Conducting Presentation
- Email Writing for Internal and External Communications
- Dos and Don'ts of Using Social Media Professionally

Module F: Standard and Physical Aspects of Communication

- Effective Listening, Public Speaking Skills, Body Language, Spoken and Written English
- Group Discussion, Conducting Meetings, Conducting Interview and Networking Etiquette
- Communication in the non-bank 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
5. Courtland L Bovee, John Thill, Business Communication Today
6. Mary Ellen Guffey, Dana Loewy, Essentials of Business Communication
7. Meenakshi Raman, Prakash Singh, Business Communication
8. Kathryn Rentz, Lesikar, Flatley, Business Communication
9. Hory Sankar Mukerjee, Business Communication