## CONTENTS

HNI	ΙТ	• 1

	IICATION
Understanding Communication	
Significance of Effective Communication Person's and Organization	
Importance of Business Communication	
Two types of audiences for Business Communication	
Various Definitions of Communication	
Process of Communication	
Key Elements	
Types of Communication	
Barriers to Effective Communication	
Overcoming Communication Barrier	
Future of Business Communication	
Strategies for Effective Business Communication	
Role of Artificial Intelligence (AI) in Business Communication	
Artificial Intelligence in Various Business Correspondence	
VRITTEN COMMUNICATION	
WRITTEN COMMUNICATION  Introduction to Writing	
WRITTEN COMMUNICATION  Introduction to Writing  Business Writing	
WRITTEN COMMUNICATION  Introduction to Writing Business Writing Language of Business Communication	
WRITTEN COMMUNICATION  Introduction to Writing  Business Writing  Language of Business Communication  Formal and Informal Writing	
WRITTEN COMMUNICATION  Introduction to Writing Business Writing Language of Business Communication Formal and Informal Writing Transitional Words	
Introduction to Writing Business Writing Language of Business Communication Formal and Informal Writing Transitional Words Three Seps of Writing	
Introduction to Writing Business Writing Language of Business Communication Formal and Informal Writing Transitional Words Three Seps of Writing Step 1 Planning	
Business Writing  Language of Business Communication  Formal and Informal Writing  Transitional Words  Three Seps of Writing	
Introduction to Writing Business Writing Language of Business Communication Formal and Informal Writing Transitional Words Three Seps of Writing Step 1 Planning Step 2 Writing	
Introduction to Writing Business Writing Language of Business Communication Formal and Informal Writing Transitional Words Three Seps of Writing Step 1 Planning Step 2 Writing Step 3 Completing	
Introduction to Writing Business Writing Language of Business Communication Formal and Informal Writing Transitional Words Three Seps of Writing Step 1 Planning Step 2 Writing Step 3 Completing Documenting Sources	
Introduction to Writing Business Writing Language of Business Communication Formal and Informal Writing Transitional Words Three Seps of Writing Step 1 Planning Step 2 Writing Step 3 Completing Documenting Sources APA (7th Edition)	
Introduction to Writing Business Writing Language of Business Communication Formal and Informal Writing Transitional Words Three Seps of Writing Step 1 Planning Step 2 Writing Step 3 Completing Documenting Sources APA (7th Edition) MLA (9th Edition)	

Importance of Business Letters	58
Components of a Business Letter	59
Buffering	60
Inquiry Letter Sample	62
Order Letter Sample	63
Complaint Letter Sample	64
Email Writing	65
Email vs. Regular Letter	66
Job Application /Cover Letter	67
Cover Letter Sample	69
Resume	70
Contents of a Resume	70
UNIT:3	
ORAL COMMUNICATION	
Understanding Oral Communication	76
Oral Communication in Business	76
Types/Channels of Oral Communication in Business Setting:	77
Difference between Oral and Written Communication	78
Business Presentation	78
Planning a Presentation	79
Analyzing the Situation	
Gathering Information	
Selecting the Best Combination of Media and Channels	
Organizing Information	
Composing Presentation	
Delivery Techniques	
PowerPoint Slides Design	91
Conducting and Participating in Meetings	
Listening	
Listening Process	
Developing Listening Skills	
Non-Verbal Communication	
Channels of Nonverbal Communication	102
INTERPERSONAL COMMUNICATION	
Understanding Interpersonal Communication	
Major Aspects of Interpersonal Communication	111

Characteristics of Interpersonal Communication	113
Principles of Interpersonal Communication	113
Communication in Group/Team Dynamics	116
Group/Team Dynamics	117
Conflict and Negotiation	120
Conflict Resolution Skills	124
Negotiation Skills	126
Building and Maintaining Professional Relationships	129
UNIT:5	
DIGITAL COMMUNICATION	
Introducing Digital Communication	136
Email and Instant Messaging Etiquette	137
Social Media Communication	140
Videoconferencing and Virtual Meetings	145
Digital Communication Tools and Platforms	146
Usage of Technology for Improving Communication Skills	150
Crafting Short Messages for Mobile Devices	152
Strategies for Crafting Short Messages	153
UNIT:5	
CULTURE, BUSINESS, AND COMMUNICATION	
Dynamics of Cultural Differences	161
Challenges of Professional Communication in Globalization	
Inter-Cultural, Multicultural, and Cross-Cultural Communication	165
Understanding Culture through Metaphors	168
Importance of Cultural Awareness in Communication	
Strategies for Overcoming Cultural Barriers in Communication	173
UNIT:5	
A CASE, CASE STUDY METHOD, AND COMMUNICATI	ON
What is a Case?	182
Benefits of Case Discussion in Communication Courses	185
Difficulties in Handling Cases	187
Types of Case Analysis	188
The General Steps for Case Analysis	188

The Specific Procedure for Systematic Case Analysis	190
Why do kindness influencers get criticized?	194
Why Nokia can't crack the U.S. market?	200
In India, transgender beggars use digital apps to avoid discrimination	208
Nike: Business Communication Failure at the Top	212
Yahoo: A Deafening Silence Amplifies a Crisis	213