

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-411	Business & Marketing Communication	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Formal & Informal Organizational Communication. Work Group Behavior. Horizontal and Diagonal Communication. Dysfunctional Controls. Motivation within Organization. Changes & Growth. Communication Technology. Eliminating Physical Distance. Communication Challenges. Organizational Conflict Management. Ethical questions.

Practical

Assignments.

Recommended Books

- Communicating at Work, Ronald B. Adler, McGraw Hill, New York, 5th ed. 1996.
- Small Group Communication Theory & Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hienman, Brown & Benchmark Publishers, Madison, 1996.
- Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortwarth, 3rd, 1995.
- Organizational Communication, Peter K. Minning, Aldine De Gruyter, New York, 1992.
- Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Tossey Bass (Publishers), San Francisco, 1992.
- Communication, A Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, Harper Collins Publishers, 1991.
- Inside Organizational Communication, Carol Renss and Donn Silvis (eds) Longmann, New York, 1985.
- Organizational Communication , Howard H. Green Baun (all volumes), Sage Publication, London. 1983.