

Please note that this list is not exhaustive, and the specific topics covered in a Business Communication course may vary depending on the university or program.

****BOOK # 2****

****Chapter 1: Introduction to Business Communication****

Business communication entails the exchange of information among individuals both within and outside a company, serving the purpose of advancing organizational goals, objectives, aims, and activities, ultimately leading to enhanced profitability. Proficiency in business communication is vital for individuals functioning within a business milieu, enabling effective interaction with colleagues, clients, and customers.

****Chapter 2: Components of Business Communication****

Business communication encompasses four primary components:

- * **Verbal communication:** This encompasses in-person interactions, phone conversations, and video conferencing.
- * **Written communication:** This involves the creation of emails, letters, reports, and presentations.
- * **Nonverbal communication:** This includes non-linguistic cues such as body language, eye contact, and vocal tone.
- * **Technological communication:** This entails utilizing digital platforms, including email and social media, to facilitate communication.

****Chapter 3: Principles of Business Communication****