

PROGRAM	Master of Business Administration
SEMESTER	1
COURSE TITLE	Business Communication
COURSE CODE	04MB0106
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

- ❖ To explain the importance of business communication
- ❖ To develop formal communication instincts among students and help them implement the same
- ❖ To understand different dimensions of business communication
- ❖ To apply the concepts of communication in day-to-day life
- ❖ To understand the barriers to communication and the ways to overcome those in order to make communication effective

COURSE CONTENTS:

Unit No	Unit / Sub-Unit	Sessions
I	FUNDAMENTALS OF BUSINESS COMMUNICATION Meaning and importance of communication in business, Process of Communication, Principles of Verbal and Nonverbal Communication, Barriers to communication, Ways to overcome barriers, Approaches to effective communication, Communication in crisis	8
II	INTERPERSONAL COMMUNICATION Formal communication networks – (Downward, Upward, Horizontal, Informal communication networks, social media platforms as mode of communication and their etiquettes, 7 Cs of communication, English for Business (Building vocabulary through reading and Listening activities), How to convey an unpleasant communication, Organizational communication Prior-During-Post any emergency situation	8
III	INTRODUCTION TO READING AND LISTENING Types of reading; Skimming, Scanning, Intensive and Extensive, what is comprehension and how to comprehend, Effective listening skills, Barriers to effective listening, Ways to overcome barriers	8
IV	INTRODUCTION TO MANAGERIAL WRITING Principles of Effective Written Communication, Parts of business letters, Types of Business letters, Formal communication pertaining to employment, Memos, Curriculum Vitae, Writing Emails, 3X3 writing process for Business communication: Pre-writing, writing and revising. Preparing Reports and Proposals, Formal speeches, Presentation techniques	9
V	MANAGERIAL SPEAKING Arts of giving speech effectively, Handling Negotiations, Presentations on different topics, Mastering the art of interviews, Group discussion, Case study discussion, Role plays, Extempore	9

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Textbooks:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Meenakshi Raman, Prakash Singh	Business Communication	Oxford	Second Edition
T-02	Lesikar, Flatley, Rentz & Pande N	Business Communication: Making Connections in a Digital World	Tata McGraw	Eleventh Edition

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Urmila Rai, S.M. Rai	Business Communication	Himalaya	Sixth Edition
R-02	Lehman	Business Communication	Cengage	Eleventh Edition
R-03	P.D.Chaturvedi, Mukesh Chaturvedi	Business Communication	Pearson	Second Edition