

<b>COURSE TITLE</b>	<b>BUSINESS COMMUNICATION</b>
<b>COURSE CODE</b>	<b>04BB0209</b>
<b>COURSE CREDITS</b>	<b>2</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Communicate with the peers and colleagues in English Language.
- 2 Learn basics structure of spoken and written English language.
- 3 Expand their vocabulary in English.
- 4 Learn the basics of grammar in English through text.
- 5 Learn LSRW skills through text. Audio-visual aids.

**Pre-requisite of course:**None

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
2	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Basic Language Skills:</b> Articles, Subject-Verb Agreement, Uses of Adjectives	6
2	<b>Theories of Communication:</b> Importance of Communication,, Communication Process, Types of Communication,, Types of Networks in Communication, Channel,, Feedback, Barriers to Effective Communication,, Ways to overcome the barriers to communication.	10
3	<b>Business Writing:</b> Business Letters: Enquiry, Quotation, Order, Complaint, Sales Letter, Credit Letters etc., Business Reports: Types of Reports, Layout and Structure of Report, Writing Effective Reports, Proposal Writing: Types, Functions, Layout How to write Minutes of Meeting , The Importance of Business English Listening	8
4	<b>Speaking Skills:</b> Making Effective Presentations,, Delivery of Presentation, Strategies, Public Speaking, Debate,, Elocution, Group Discussion	6
<b>Total Hours</b>		<b>30</b>

**Textbook :**

- 1 English Conversation Practice, Taylor, Grant, McGraw Hall Publication., 2001

### References:

- 1 Essential English Grammar., Essential English Grammar., Murphy, Raymond, Cambridge University Press., 2024
- 2 English Vocabulary in Use., English Vocabulary in Use., Michael McCarthy and Felicity O'Dell, Cambridge University Press. India, 2024

### Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

### Instructional Method:

- 1 The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, etc.
- 2 The internal evaluation will be done on the basis of continuous evaluation of students in the class-room in the form of attendance, assignments, verbal interactions etc.
- 3 Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.