

COURSE TITLE	BUSINESS COMMUNICATION
COURSE CODE	04AH0305
COURSE CREDITS	2

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

- 1 Develop effective cross-cultural communication skills essential for global business environments
- 2 Analyze the nuances of language, etiquette, and non-verbal communication in international contexts.
- 3 Analyze communication challenges and strategies in global teams and multicultural settings
- 4 Enhance negotiation and persuasion skills to achieve successful business outcomes internationally
- 5 Develop skills in persuasive writing for various corporate scenarios, including marketing, sales, and client communication.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Foundations of International Business Communication Definition and scope of international business communication, Importance of effective communication in global business contexts, Cross-cultural communication challenges and opportunities, Importance of language in international business, Language barriers and strategies for overcoming, Language diversity in global business contexts, Protocol and manners in international business interactions, Importance of cultural sensitivity in business etiquette	15
2	Global Business Negotiation and Diplomacy Strategies for effective negotiation in international business deals and partnerships, Cultural influences on negotiation styles, tactics and outcomes, Diplomatic communication techniques for building consensus and resolving conflicts in global business negotiations, Case studies and simulations to practice cross-cultural negotiation skills and strategies, Developing negotiation skills for diverse cultural contexts with power distance and hierarchy	15
Total Hours		30

Textbook :

- 1 Business Communication, Kitty Locker, Stephen Kaczmarek, McGraw-Hill Education, 2021
- 2 Business Communication: Process and Product, Mary Ellen Guffey, Dana Loewy, Cengage Learning, 2022
- 3 Business Correspondence, R.K. Chopra , Himalaya Publishing House, 2013

References:

- 1 Business Communication Essentials, Business Communication Essentials, Courtland L. Bovee, John V. Thill, Pearson, 2024
- 2 Business Correspondence and Report Writing, Business Correspondence and Report Writing, Krishna Mohan, R C Mohan, Virendra Singh nirban, Mc Graw Hill, 2022

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Project Based Learning ,Case Based Learning, Flipped Classroom Collaboration, Learning