

<b>COURSE TITLE</b>	<b>BUSINESS COMMUNICATION</b>
<b>COURSE CODE</b>	<b>04GB0204</b>
<b>COURSE CREDITS</b>	<b>2</b>

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

- 1 Understand the foundational principles and elements of effective business communication, including its various forms (oral, written, non-verbal) and the process of communication from sender to receiver.
- 2 Develop the ability to compose professional business documents, such as emails, memos, and letters, with clarity, conciseness, and appropriateness to different purposes and audiences.
- 3 Demonstrate competence in oral communication through effective speaking techniques, presentation skills, and active listening, fostering clear and persuasive communication in diverse business settings.

**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>Foundations of Business Communication</b> Introduction to Business Communication, Principles of Effective Communication, Business Writing Skills, Oral Communication in Business	15
2	<b>Advanced Business Communication</b> Interpersonal Communication in Business, Business Communication Technologies, Business Etiquette and Professionalism, Communication for Leadership and Management	15
<b>Total Hours</b>		<b>30</b>

**Textbook :**

- 1 Business Communication: Concepts, Cases, and Applications, P.D. Chaturvedi and Mukesh Chaturvedi, Pearson India Education Services Pvt. Ltd., 2020
- 2 Business Communication: Building Critical Skills, Kitty O. Locker and Rajendra Pal, Tata McGraw-Hill Education Pvt. Ltd., 2022
- 3 Business Communication: Building Critical Skills, Kitty O. Locker and Stephen Kyo Kaczmarek, McGraw-Hill Education, 2023

**Textbook :**

- 4 Business Communication: Developing Leaders for a Networked World, Peter Cardon, McGraw-Hill Education, 2021

**References:**

- 1 Business Communication: Process and Product, Business Communication: Process and Product, Mary Ellen Guffey and Krsna Mohan, Cengage Learning India Pvt. Ltd., 2022
- 2 Business Communication Essentials, Business Communication Essentials, Courtland L. Bovee and John V. Thill, Pearson, 2021
- 3 The Business Communication Handbook, The Business Communication Handbook, Judith Dwyer, Pearson, 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	

**Instructional Method:**

- 1 Theory