

COURSE TITLE	BUSINESS COMMUNICATION
COURSE CODE	05FN0307
COURSE CREDITS	2

Objective:

- 1 To impart thorough understanding about business communication skills.
- 2 To impart a thorough understanding about the importance of effective communication.
- 3 To gain expertise in email writing.
- 4 To impart thorough understanding about promoting professionalism in academic, workplace, and social settings.
- 5 To develop strong verbal and non-verbal communication skills for effective business interactions.

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

- 1 This subject equips students with essential business communication skills, focusing on both written and verbal interactions in professional settings.
- 2 Students will learn the importance of effective communication, different types of business communication, and strategies to overcome common barriers.
- 3 The course develops email writing proficiency, emphasizing clarity, proper tone, and professional etiquette.
- 4 Additionally, students will enhance their presentation skills, digital presence management, and group communication, fostering professionalism across academic, workplace, and social settings.

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	Introduction to Business Communication & Email Writing Importance of effective communication in business, Types of business communication (Written, Verbal, Non-Verbal), Barriers to communication & overcoming them, Structure & format of a professional email, Tone and language in email communication, writing effective subject lines and clear messages, Common email etiquette and errors to avoid	15

Contents : Unit	Topics	Contact Hours
2	Presentation Skills Presentation Skills, Planning and structuring effective presentations., Techniques for engaging an audience and delivering compelling speeches, Group Communication, managing online presence and professional digital etiquette, Professional Communication Practices, Developing professionalism in communication across various contexts, Strategies for effective communication in academic, workplace, and social settings	15
Total Hours		30

Textbook :

- 1 Business Communication Today, Bovee & Thill, Pearson, 2017
- 2 HBR Guide to Better Business Writing, Bryan A. Garner, Harvard Business Review Press, 2013

References:

- 1 The Art of Communicating, The Art of Communicating, Thich Nhat Hanh, HarperOne, 2013
- 2 Crucial Conversations: Tools for Talking When Stakes Are High, Crucial Conversations: Tools for Talking When Stakes Are High, Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler, McGraw-Hill Education, 2002

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 Board Work,PPT

Supplementary Resources:

- 1 <https://technicalwritingexpert.com/business-writing-services>
- 2 <https://www.toastmasters.org/>