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| COURSE TITLE | BUSINESS COMMUNICATION-I |
| COURSE CODE | 04BC0156 |
| COURSE CREDITS | 2 |

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

- 1 Apply basic principles of business communication to draft professional emails, letters, resumes, proposals, and reports suited to a corporate environment.
- 2 Apply effective verbal and non-verbal communication techniques in classroom-based speaking, pronunciation, and conversation activities.
- 3 Analyze communication barriers and cultural differences to recommend appropriate interpersonal and cross-cultural communication strategies in business settings.
- 4 Analyze presentation and negotiation techniques to assess their effectiveness in diverse business contexts including customer communication in finance.
- 5 Evaluate communication approaches used in financial services (like banking and insurance) to enhance client relations, handle crises, and improve persuasive business writing.

Pre-requisite of course:NA

Teaching and Examination Scheme

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

| Contents : Unit | Topics | Contact Hours |
|------------------------|---|----------------------|
| 1 | Basics of Business Communication Basic Greetings and Self-Introduction, Common Phrases for Everyday Conversations, Sentence Formation & Basic Grammar Rules, Pronunciation & Speaking Practice, Class room based Activities | 10 |
| 2 | Business Writing & Presentation Skills Basics of Business Writing, Drafting Business Letters & Reports, Resume & Cover Letter Writing, Business Proposal Writing, Presentation Skills & Public Speaking, Class Room based activities | 10 |
| 3 | Communication in Financial Services Customer Communication in Banking & Insurance, Effective Client Handling & Relationship Building, Professional Telephone & Email Etiquette, Crisis Communication in Finance, Persuasive Writing in Sales & Marketing, Class room based activities | 10 |
| Total Hours | | 30 |

Textbook :

- 1 Business Communication, Homai Pradhan and Prof. N.S. Pradhan, Himalaya Publishing House, 2022
- 2 Taxmann Business Communication, Dr. K.K. Sinha and Dr. Ruchi Sehgal Mohindra, Routledge, 2023

References:

- 1 Effective Business Communication, Effective Business Communication, Neera Jain and Shoma Mukherji, McGraw Hill Education, 2021
- 2 Business Communication, Business Communication, R.K. Madhukar, Vikas Publishing, 2024
- 3 Business Communication: A Reader-Friendly Approach, Business Communication: A Reader-Friendly Approach, R.C. Bhatia, Oxford University Press, 2021

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 |
| 10.00 | 15.00 | 25.00 | 25.00 | 25.00 | 0.00 |

Instructional Method:

- 1 Board work, PPT, Theory