

COURSE TITLE	BUSINESS COMMUNICATION-II
COURSE CODE	04BC0256
COURSE CREDITS	2

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

- 1 Apply advanced business writing techniques to create well-structured reports, persuasive proposals, and professional emails appropriate for diverse business contexts.
- 2 Analyze business communication needs to design impactful presentations, selecting suitable visual communication tools.
- 3 Examine interpersonal, negotiation, and cross-cultural communication dynamics to determine effective strategies for handling conflict, difficult conversations, and virtual communication scenarios.
- 4 Evaluate persuasion, influencing, and storytelling techniques to enhance clarity, credibility, and audience engagement in business communication.
- 5 Assess communication effectiveness during presentations and Q&A sessions, providing constructive feedback and justifying improvements based on professional standards.

Pre-requisite of course: Basic Knowledge of communication

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	Advanced Business Writing & Presentation Skills Report Writing – Structure & Formatting, Proposal Writing for Business Deals, Writing Effective Emails & Professional Correspondence, Persuasive Business Communication Techniques, Crafting Engaging & Impactful Business Presentations, Visual Communication – Infographics, Charts & Data Storytelling, Handling Q&A Sessions with Confidence	15
2	Negotiation, Interpersonal & Cross-Cultural Communication Negotiation Techniques & Conflict Resolution, Persuasion & Influencing Skills in Business, Non-Verbal Communication & Body Language, Handling Difficult Conversations in the Workplace, Cross-Cultural Communication & Global Business Etiquette, Business Communication in Virtual & Remote Work Environments, Storytelling in Business – Connecting with the Audience	15
Total Hours		30

Textbook :

- 1 Business Communication, R K Madhukar, Vikas Publishing House, 2024
- 2 Business Communication, P.D. Chaturvedi, Mukesh Chaturvedi, Pearson India, 2024

References:

- 1 India Business Yearbook 2024, India Business Yearbook 2024, Dr. K. B. S. Kumar, Dr. K. B. S. Kumar, 2024
- 2 Business Communication: Concepts, Cases, and Applications, Business Communication: Concepts, Cases, and Applications, P.D. Chaturvedi, Mukesh Chaturvedi, Pearson India, 2022
- 3 Business Communication: Principles, Methods, and Techniques, Business Communication: Principles, Methods, and Techniques, Niraj Kumar, Vikas Publishing House, 2023

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 Boardwork & PPT