

COURSE TITLE	BUSINESS COMMUNICATION-III
COURSE CODE	04BC0356
COURSE CREDITS	2

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

- 1 Apply effective client-centric communication techniques across email, phone, and digital platforms to handle financial product queries and client interactions in BFSI environments
- 2 Analyze client requirements, complaints, and communication scenarios to design appropriate responses, proposals, and escalation strategies in banking, insurance, and investment services.
- 3 Evaluate financial documents such as reports, proposals, KYC forms, and audit notes to ensure clarity, compliance, and effectiveness in professional BFSI communication.
- 4 Apply and Analyze soft skills including listening, empathy, negotiation, and conflict resolution to manage client relationships, handle rejections, and improve service outcomes in BFSI contexts.

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	Client-Centric Communication in BFSI Communicating with Clients – Tone, Formality, and Clarity, Handling Financial Product Queries via Email, Phone & Chat, Writing Clear Product Notes, Insurance Summaries, Investment Briefs, Creating Client Proposals & Investment Portfolios with Clarity, Soft Skills – Listening, Empathy, Conflict Resolution in BFSI, Role Play: Handling a complaint regarding mis-selling or service delay, Handling Rejections, Negotiation & Follow-ups Professionally, Case Study: Email escalation management for a mutual fund service request	15

Contents : Unit	Topics	Contact Hours
2	Digital & Documentation Communication in BFSI Drafting Effective Financial Reports & MIS Reports, Proposal Writing – Credit Proposal, Loan Proposal, Insurance Quotes, Understanding and Creating Audit Notes, KYC Forms, Disclosures, Internal Memos, Notices & Interdepartmental Communication, Business Presentation Skills – Investor Pitch, Product Launch, Using MS Office/Google Workspace for Formal Documents, LinkedIn & Digital Profiles for BFSI Professionals, Case Study: Preparing a pitch deck and proposal email for an SME loan	15
Total Hours		30

Textbook :

- 1 Business Communication, Meenakshi Raman & Prakash Singh, Oxford University Press, 2020
- 2 Business Communication: Concepts, Cases and Applications, P.D. Chaturvedi & Mukesh Chaturvedi, Pearson Education, 2022

References:

- 1 Business Communication: Making Connections in a Digital World, Business Communication: Making Connections in a Digital World, Lesikar, Flatley, Rentz & Pande, McGraw Hill, 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
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Boardwork & PPT