

COURSE TITLE	BUSINESS COMMUNICATION
COURSE CODE	10BC0209
COURSE CREDITS	4

Objective:

- 1 To write formal business letters, e-mails, agenda of meetings, minutes of the meeting and reports.
- 2 To read and interpret formal business writings such as reports, articles and reviews.
- 3 To know the structure of formal business letter, reports and of the meeting.
- 4 To write formal business letters, e-mails, agenda of meetings, minutes of the meeting and reports.
- 5 To inculcate a taste for reading and writing habits pertaining to the world of business.

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

- 1 Inculcate formal reading and writing skills required to communicate with colleagues in the workplace.
- 2 Writing effective business letters, reports.

Pre-requisite of course: ?To read and interpret formal business writings such as reports, articles and reviews. ?To know the structure of formal business letter, reports and of the meeting. ?To write formal business letters, e-mails, agenda of meetings, minutes of the meeting and reports. To inculcate a taste for reading and writing habits pertaining to the world of business.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	1	0	0	30	20	25	25

Contents : Unit	Topics	Contact Hours
1	Introduction to Business World Reading 3 business articles (general in nature) from the newspapers/magazines: i. “Paytm: the wonder wallet” from Forbes India. , ii. “Millennials: How They Live and Work” from Gallup. , iii. “The Right Culture: Not About Employees Happiness” from Gallup.	10
2	Reading Case Studies i. “Tripping Along” by Deep Kalra from Stay Hungry Stay Foolish, ii. “Charisma Corporation” by Malini Varma, iii. “The Book of Job” by Sanjeev Bikhchandani from Stay Hungry Stay Foolish	11

Contents : Unit	Topics	Contact Hours
3	Writing for Business E-mail (Features, Problems and Etiquettes), Writing business letters (Format and types): a) Inquiry Letters, Writing business letters (Format and types): b) Quotation Letters, Writing business letters (Format and types): c) Order Letters, Writing business letters (Format and types): d) Complaint Letters, Writing business letters (Format and types): e) Adjustment (Claim) Letters, Writing business letters (Format and types): f) Credit Letters	12
4	Writing for Business Agenda for Meetings, Minutes of the Meeting, Writing short business reports, Notice Writing	12
Total Hours		45

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Issues related to Business Communication Issues related to Business Communication	15
Total Hours		15

Textbook :

- 1 Business Communication, Raman M. and Singh P. , Oxford University Press, 2011

References:

- 1 Effective Business Communication , Effective Business Communication , Murphy H., Hildebrandt H. and Thomas J , Tata McGraw-Hill, 2008

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	10.00	30.00	10.00	20.00	20.00

Supplementary Resources:

- 1 British Council – Business Communication and Email Writing
<https://learnenglish.britishcouncil.org/skills/writing> Purdue Online Writing Lab (OWL) – Professional and Business Writing
https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/index.html BBC Learning English – English at Work Series
<https://www.bbc.co.uk/learningenglish/english/features/english-at-work> MindTools – Business Communication Skills https://www.mindtools.com/pages/main/newMN_CCS.htm
The Balance Careers – Business Letter Writing Guide
<https://www.thebalancemoney.com/business-letter-examples-samples-and-writing-tips-2059673>
- 2 <https://learnenglish.britishcouncil.org/skills/writing>
- 3 https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/index.html
- 4 https://www.mindtools.com/pages/main/newMN_CCS.htm
- 5 <https://www.thebalancemoney.com/business-letter-examples-samples-and-writing-tips-2059673>