

Subject Code: 1MS2010103	Subject Title: Business Communication
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1. Course Objectives and Outline:

The course will acquaint the students with fundamentals of communication and help them to sharpen their communication abilities. It will help the students to acquire the necessary skills to handle routine managerial communications (i.e., speeches, one-to-one communication, group communication, presentations, writing letters, memos, minutes, reports etc.). The course also aims to build the students' confidence and to enhance competitiveness through interpersonal communication skill and decision making abilities.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
4	-	-	4	60	40	100

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Basics of Communication, Verbal & Non-verbal Communication, Barriers to Communication Words & Phrases, Sentence Construction, Paragraph Development, Art of Condensation, Reading Skill, Listening Skill, Oral Communication.	12	25%
2	Letter Writing, E-mail, Memo, Proposals, Employment Communication, Notice, Agenda & Minutes of Meeting, Brochures, Presentation.	12	25%
3	Types of Business Reports, Structure of Reports, Gathering Information, Writing Abstracts and Summaries.	12	25%
4	Interpersonal communication, Group discussion, Public speaking, Brain storming, Telephoning skills, Meeting.	12	25%

4. Course Pedagogy

The pedagogy of the subject emphasizes on classroom discussions, role plays, presentations, case study based on managerial decision making, movie based management learning to improve basic understanding and comprehension of the managerial communication skills and ability. It also incorporates group work as major component of course to learn group communication and working in group.

5. Suggested Readings

a. Books

Sr. No.	Books
1	Technical Communication: Principles and Practice By Meenakhi Raman & Sangeeta Sharma, OXFORD University Press.
2	Professional Communication By Aruna Koneru, The McGraw-Hill Companies, Latest Edition.
3	Effective Business Communication By Herta A.Murphy, Herbert W. Hildebrandt & Jane P. Thomas, The McGraw-Hill Companies, Latest Edition.
4	Effective Business Communication By Asha Kaul, PHI, Latest Edition.

b. Journals/Magazines

- Journal of Business Communication.
- Journal of Business and Technical Communication.
- Journal of Organizational Culture.
- Journalism and Mass Communication Quarterly.
- Harvard Business Review.
- Journal of Creative Communications.
- Business India / Business Today / Business World.

c. Web-Links

- <http://www.businesscommunication.org>
- <http://www.stc-india.org>
- <http://study.com/academy/lesson/technical-communication-definition-purpose.html>
- <http://techwhirl.com/what-is-technical-communications>

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	<p>Internal Assessment</p> <p>-Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components;</p> <p><i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i></p> <p>-The weightage of a sub-component should not exceed 50% of internal assessment component weight.</p> <p>- The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.</p>	40%