

Subject Code: 1MS1010101	Subject Title: Business English-I
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1. Course Objectives:

Business Communication affects all aspects of our lives. This introductory course is expected to teach the students communicate in a clear, courteous, concise, complete, and correct manner on both; personal and professional levels. The course aims at helping students for enhancing capabilities in written, oral and interpersonal communication. The students are exposed to basics of reading, listening and speaking. This course prepares students to communicate in effective way.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
3	1	-	4	70	30	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Overview of English Grammar: Tenses and Verb Structures, Articles, Prepositions, Voices (Passive and Active), Direct and Indirect Speech, Punctuations and Capitalization, Commercial Terms	12	25%
2	Introduction to Communication: Meaning, Definition, Process, Functions, Objectives, Importance. Essentials of Good Communication Communication Barriers Overcoming Communication Barriers	11	25%
3	Types of Communication: Upward, Downward, Horizontal, Grapevine, Written, Oral, Face-to-face, Silence - Merits and Limitations of each type	10	25%
4	Principles of Communication: 7 Cs of Communication, Media of Communication: Introduction, Written Communication, Oral Communication, Face to Face Communication, Visual Communication, Audio-visual Communication, Computer Based Communication	11	25%

4. Suggested Readings

Books:

1. Rajendra Pal & J.S.Korlahali: Essentials of business communication, Sultan Chand & Sons, New Delhi.
2. S. A. Sherlekar: Modern Business Organization, Himalaya Publication House, New Delhi.
3. Sherlekar, Patil, Paranjpe, Chitale: Industrial Organization Management, Himalaya Publication House, New Delhi.
4. Jallo: Business Organization and Management , Tata McGraw Hill, Delhi
5. F. Cherunilam: Business Environment Text and Cases, Himalaya Publication House, New Delhi.