



Subject Code:1MS3010202	Subject Title: Business Communication Skill
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1. Course Objectives

The subject aims at developing students' understanding of mass communication. It teaches Students about how to deliver public speeches with perfection. Besides mass communication, the course also aims at developing students' letter writing skills

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
2	1	2	4	60	40	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to Mass Communication Mass Communication – Nature and Scope of Mass Communication, Function of Mass Communication – Media of Mass Communication, Role of Mass – Media in Indian Business.	12	25%
2	Public Speaking in Business: (A) Process: - Overcoming Fears - Selection of Topic - Preparation of Speech - Collection of Information - Style of Humour - Speech Format - Importance of Good Memory - Setting The Stage - Presentation Skills - Personal Presence and Impression - Practice and Rehearsal of Delivery - Taking Questions - Use of Visual Aids (B) Speeches: - Proposing A Vote of Thanks - Introducing The Chief Guest at A Function - Speech at A College Student Well-Come Programme	12	25%

	- Speech at A Farewell Function - Speech of Introducing New Product - Canvassing at A Union Election Meeting - Speech at A Condolence Meeting		
3	Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments	12	25%
4	Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors Punctuation, Vocabulary building. Business Etiquettes Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings. Role play on selected topics with case analysis and real life experiences.	9	25%

4. Suggested Readings

1. Wren & Martin, "English grammar and composition", 2003.
2. Sinha, K. K., " Business Communication", Galgotia Publishers, 2003.
3. Robinson, David, " Business Etiquette", Kogan Page.
4. Rogets Thesaurus.
5. Wrought, Chrissie, "Hand Book of Practical Communication Skills", Jaico Publishing House.
6. Ray, Reuben, "Communication today – Understanding Creative Skills", Himalaya Publishing House, 2001

5. Evaluation Scheme

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