

Subject Code: 1ET1100102	Subject Title: Business Communication
Pre-requisite	---

Course Objective:

To enable the students to acquire the knowledge of the elements of language in order to comprehend oral and written form of language. To be able to communicate formally and informally in English through practice. To make the students competent in four fundamental skills – LSRW required for effective personal and professional communication.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	1	0	3	-	70	-	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Fundamentals of Communication Introduction to English language and role of it in communication Process of communication and importance of communication in technical field. Verbal and non-verbal Communication Barriers to Communication	3	20
2	Listening & Reading Skills Listening as the first step to learn a language Types of listening and role of Active Listener Use of paralanguage for effective reading Techniques of Reading comprehension	3	20
3	Presentation skill and its Strategies How to prepare presentation Prerequisites for effective presentation delivery Use of audio-visual aids in Presentation	2	15
4	Technical writing Essentials of writing Layout of technical and business documents Job Application Business letters: Inquiry, Quotation, Placing of an order, Complain Email etiquettes	5	25
5	English language through literature Engine Trouble by R. K. Narayan The Road Not taken by Robert Frost Where the mind is without fear by Rabindranath Tagore	3	20

Course Outcome:

At the end of this course, the student would be able

- Know the fundamentals of communication and its importance in technical field.
- Get exposure to various forms of personal and professional communication.
- Apply correct grammar and appropriate vocabulary in day to day situations.
- Get competence in four skills - LSRW through extensive language practice in Language Lab.
- Well-equip themselves with phonetic competence, comprehension skill, presentation skill.
- Write various technical drafts in a proper layout.
- To create literature sensibility and learn life skills through it.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Define and discuss dynamics of Verbal and Non-Verbal aspects of Communication	1 Remembering 2 Understanding
CLO2	Define the Role and responsibility of listener and audience	2 Understanding
CLO3	Develop accurate pronunciation and understand the meaning	2 Understanding
CLO4	Prepare participants to speak with greater control and charisma in front of others	3 Applying 2 Understanding
CLO5	Write various formal documents of technical and professional communication	3 Applying 4 Analyze 5 Evaluate
CLO6	Communicate in diverse formal situations taking place in organizations	2 Understanding 3 Applying 4 Analyze 5 Evaluate

Mapping of CLOs with POs & PSOs

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes(PSOs)			
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	H			H	M		L	H	M			H				
CLO2			H	M		L	M		H	L	M	L				
CLO 3		L	M		L		M	H		H	H	L				
CLO 4		M		H		L	H		M	H	H					
CLO			M	H		H	L		M	H	L					

5																
CLO 6		H			M	M		M	L	M		M				

H: High, M: Medium, L: Low

List of Book References:

1. Technical Communication –principles and practice by Meenakshi Raman &Sangeeta Sharma, Oxford university press
2. Business Correspondence and Report writing by R. C. Sharma & Krishna Mohan, TMH publication
3. Effective Technical Communication by M Ashraf Rizvi (TMH publication)
4. A Communicative Grammar of English by Geoffrey Leech and Jan Svartvik (Pearson Longman)
5. An Intermediate English Grammar by Raymond Murphy, Cambridge University
6. Everyday Dialogues in English by Robert J. Dixon, Prentice Hall of India Pvt. Ltd., New Delhi, 2007
Better English pronunciation by J. D. O' Connor, Cambridge university press

List of Experiments:

Note: The experiment list provided beneath is for reference only. The course teacher may change/formulate it as per his/her methodology and requirement.

Sr. no.	Practical Exercise
1.	Communicative English grammar practice Tenses, Modal auxiliaries, Prepositions , Parts of speech, Vocabulary
2.	Listening Practice Audio & video dialogues
3.	Presentation About myself, Seminar on technical topics, Group discussion on burning issues
4.	Reading Reading comprehension exercises, Writing of comprehended ideas from Newspaper article cutting, Skimming & scanning exercise through newspaper, magazine, technical text etc.
5.	Writing Drafting of varied business drafting, Reports, technical object description, Movie review, Completion of story, Book Review