

Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Business Communication
Course Code:	2MS2010103T
Pre-requisite Course:	-None-

Course Objectives:

- 1) To acquaint the students with fundamentals of communication
- 2) To acquire the necessary skills to handle routine managerial communications
- 3) To build confidence and enhance competitiveness through interpersonal communication skills
- 4) To improve decision making abilities

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
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%

Text Books:

Sr. No.	Books
1	Business Communication By Meenakshi Raman & Prakash Singh, Oxford University Press

Reference 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.
5	Basic Business Communication By Lesikar & Flatley, Tata McGraw-Hill, Latest Edition

List of Open-Source Software/learning website:

1. <https://nptel.ac.in/courses/110105051>
2. <https://swayam.gov.in/explorer?searchText=business+communication>
3. <http://www.businesscommunication.org>
4. <http://www.stc-india.org>
5. <http://study.com/academy/lesson/technical-communication-definition-purpose.html>
6. <http://techwhirl.com/what-is-technical-communications>

LAB/Practical

1. Case Studies
2. Role Play
3. Field Assignments
4. Communication Exercises

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Define communication process	1 Remember
CLO2	Describe different types of communication	2 Understand
CLO3	Explain & adapt the techniques and concepts of Listening, Speaking, and Writing skills	2 Understand 3 Apply
CLO4	Use communication as a tool for conducting in-depth analyses of business problems, resulting in increased corporate sustainability.	3 Apply
CLO5	Discover how to deal with multinational and international companies by gaining cross-cultural communication expertise.	4 Analyse 5 Evaluate
CLO6	Design written and spoken communication ideas for successful business practices	6 Create

Mapping of CLOs with POs & PSOs

Course	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	L			H						
CLO2		L		H						
CLO3	L		M	H						
CLO4	L	M	M	H		M				
CLO5							H	M		
CLO6					M					

H: High, M: Medium, L: Low
