

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Business Communication Skills
Course Code:	2MS3010202T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- 2) To understand the importance of specifying audience and purpose and to select appropriate communication choices.
- 3) To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- 4) To develop the ability to research and write a documented paper and/or to give an oral presentation.

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	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- Speech at A Farewell Function - Speech of Introducing New Product - Canvassing at A Union Election Meeting - Speech at A Condolence Meeting	12	25
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.	12	25

Text Books:

Sr. No.	Books
1	: Lehman, C. M., DuFrene, D. D., (2013), BCOM4. South-Western Cengage Learning. ISBN-13: 978-1-133-56224-5 or ISBN-10: 1-133-56224-8.

Reference Books:

Sr. No.	Books
1	Sinha, K. K., “Business Communication”, Galgotia Publishers, 2003.
2	Wrought, Chrissie, “Hand Book of Practical Communication Skills”, Jaico Publishing House.
3	Ray, Reuben, “Communication today – Understanding Creative Skills”, Himalaya Publishing House, 2001
4	Wren & Martin, “English grammar and composition”, 2003

List of Open Source Software/learning website:

1. “Management Concepts and Applications/Management” available on
2. https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
3. <http://www.managementconcepts.com/>
4. http://www.managementstudyguide.com/planning_function.htm

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager’s role

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

CLO	Description	Bloom’s Taxonomy Level
CLO1	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	2 Understand, 3 Apply
CLO2	Identify ethical, legal, cultural, and global issues affecting business communication.	1 Remember, 2 Understand, 4 Analyze
CLO3	Utilize analytical and problem-solving skills appropriate to business communication.	4 Analyze, 5 Evaluate
CLO4	Participate in team activities that lead to the development of collaborative work skills	3 Apply
CLO5	Select appropriate organizational formats and channels used in developing and presenting business messages.	3 Apply, 5 Evaluate
CLO6	Compose and revise accurate business documents using computer technology.	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	H			H				M		
CLO2	H	H			H				H	
CLO3	H	H	H	H						
CLO4	H				M	M			M	
CLO5	H	H		M			M			H
CLO6	H				M	M		H		H

H: High, M: Medium, L: Low