

Branch Name:	Management
Program Code:	MS101
Course Title:	Business Communication-II
Course Code:	22-AEC159-1C

Course Objectives:

1. The subject aims at developing students' understanding of mass communication.
2. To effectively make use of the various communication technologies in this digital era
3. Besides mass communication, the course also aims at developing students' letter writing skills.

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	
1	1	-	2	25	25	-	-	50

Course Contents:

Unit 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. Business Letters: Meaning and Importance, Qualities or Essentials, Physical Appearance, Layout of Business Letter	15	50%
2	Writing Formal Mails and Blog writing: Essential elements of mail, Format of mail, Introduction and meaning of Blog, Writing a blog Recent Trends in Business Communication: Internet: Email, Websites, Social Media Network (Twitter, Facebook, LinkedIn, You tube, WhatsApp) , Google Doc, Google Form, Google Sheet, Google Slide, Google Class Room, Online Conference, Video conferencing, Meeting through Zoom App, Google meet App ,Cisco Webex meetings App.	15	50%
	Total Hours	30	100%

Text Books:

1. Rajendra Pal and J.S. Korlahalli: Essentials of Business Communication, Sultan Chand and Sons, New Delhi 2011.

Reference Books:

- Guide to Report Writing (Guide to business communication series), Netzley And Snow, Prentice-Hall, New Delhi 2001
- Aspi Doctor and Rhod Doctor : Principal and Practice of Business Communication, Sheth Publications, Mumbai. 2014
- Vijaykumar: The Art of Public Speaking, Shree Publications, Mumbai. 2005
- K. Sankaran and Mahendra Kumar : Group Discussion and Public Speaking, M. I. Publications, Agra 2008

Course Outcomes (CO):

1. Examine the Functions of Mass Communication
2. Comprehend Business Letters: Meaning, Importance, and Essentials
3. Demonstrate proficiency in utilizing online communication platforms for conducting virtual meetings and conferences, fostering effective remote teamwork and communication.

Mapping of CO with PO and PSO

Course Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CO1	M	H	H		M			
CO2		H	L			M	L	H
CO3		M		L	L		H	M

H: High, M: Medium, L: Low