

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Business Communication – I
Course Code:	3MS3010104T
Pre-requisite Course:	None

Course Objectives:

1. Develop students' understanding of modern business communication and prepare them to meet the challenges of a rapidly evolving global and technology-driven business environment.
2. Enhance students' verbal, non-verbal, interpersonal, and professional communication skills for effective interaction in academic and business settings.
3. Strengthen students' written communication skills to enable them to produce clear, concise, coherent, and persuasive business documents.

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	
2	-	-	2	25	25	-	-	50

Subject Contents:

Module No.	Contents	Total Hours	Weightage (%)
1	Introduction to Business Communication, characteristics of effective organizational communication, basic forms of communication, process of communication, Barriers to Communication, Principles of effective business communication- Email Etiquettes-New age communication channels.	15	50%
2	Business Letters: Need, Functions and Kinds of Business Letters – Essentials of an Effective Business Letter – Layout – Appearance – Size – Style – Form and Punctuation. Request Letters – Responses to Letters – Refusal Letters Report Writing: Report – Importance – Types of Business Reports – Characteristics of a Good Report – Preparing a Report.	15	50%

Text Books

1. Pal R. (2012) Business Communication, Sultan Chand & Sons Publication.
2. Bisen V. & Priya (2019), Business Communication, New Age International.
3. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
4. Chaturvedi P.D. (2006) Business Communication, Pearson Education.

Reference Book

1. Lesikar RV & Pettit Jr. JD (2018), Basic Business Communication: Theory & Application, Tata Mc Grow Hill.
2. Tayler Shinley (2016), Communication for Business, Pearson Education

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, process, barriers, and significance of business communication, and demonstrate effective verbal and non-verbal communication skills in professional contexts.	Understand
CLO2	Apply appropriate written communication techniques to prepare effective business correspondence, including letters, emails, notices, agendas, minutes, and other organizational documents.	Apply
CLO3	Create well-structured business reports and professional documents using appropriate formats, organization, language, and presentation techniques.	Create

Mapping of CLOs with Pos & PSOs

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

H: High, M: Medium, L: Low
