

Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Business Communication
Course Code:	3MS2010108T
Pre-requisite Course:	Basic proficiency in English language and fundamental communication skills.

Course Objectives:

1. To develop effective communication skills relevant to business and organizational environments.
2. To enhance students' proficiency in written and verbal business communication.
3. To equip students with essential communication tools required for managerial and organizational success.
4. To enable students to prepare professional business correspondence such as emails, reports, and letters.

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:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Business Communication Fundamentals Introduction to Business Communication: Nature, scope, and importance of business communication in organizations.Channels and types of communication: verbal, non-verbal, written, and electronic.Barriers to communication and ways to overcome them. Effective Business Writing: Principles of effective business writing: clarity, conciseness, tone, and style.Writing emails, memos, and reports.Business proposals and formal letters. Communication in the Workplace: Internal vs. external communication.Managing meetings, presentations, and collaborative discussions.Workplace communication protocols and ethics.	15	50
2	Advanced Communication Skills Business Presentations: Planning and structuring business presentations. Use of visual aids and multimedia in presentations. Delivery techniques: voice modulation, body language, and audience engagement. Interpersonal Communication and Negotiation: The role of interpersonal skills in business. Conflict resolution and negotiation techniques. Cross-cultural communication in global business settings. Communication in Crisis Situations: Handling public relations and corporate communication during crises. Drafting crisis communication plans.	15	50

Text Books:

1. Business Communication: A Hands-on Approach by P.D. Chaturvedi and M. Chaturvedi (Latest Edition)

Reference Books:

1. Business Communication for Managers: An Advanced Approach by K.K. Sinha

List of Open Source Software/learning website:

1. **Google Workspace (Docs, Slides, Gmail)** – For practicing business writing, presentations, and professional email communication.
2. **LibreOffice** – Open-source office suite for preparing reports, letters, and presentations.
3. **Canva (Free Version)** – For designing professional business presentations and visual communication materials.
4. **Grammarly (Free Version)** – To improve grammar, clarity, tone, and correctness in business writing.
5. **Moodle** – Open-source learning management system for communication activities and assessments.

Journals/Magazines

1. Harvard Business Review
2. Journal of Business Communication
3. Business Communication Quarterly
4. International Journal of Business Communication
5. The Economist

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate effective communication in both written and oral forms in a business context.	Remember
CLO2	Identify and apply appropriate business communication strategies across different platforms.	Analyze
CLO3	Enhance professional writing skills for various business documents, including emails, reports, and proposals.	Apply
CLO4	Develop and deliver persuasive business presentations with clarity and confidence.	Create
CLO5	Understand and apply negotiation strategies and conflict resolution techniques in business scenarios.	Analyze
CLO6	Understand the cultural aspects of business communication in a globalized world.	Understand

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	M	L	H	M	L	H	H	M
CLO2	H	H	M	M	M	H	M	M	H	L
CLO3	H	M	M	L	M	H	L	H	M	M
CLO4	M	H	H	M	H	M	M	M	M	M
CLO5	M	H	H	M	H	L	M	H	H	M
CLO6	M	L	M	M	M	M	H	H	M	L

H: High, M: Medium, L: Low
