



Business Communication
Managerial Communication
[Core Course]

Semester: III	*Credits: 04	Subject Code: C32106	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Relate and describe the core concepts and communication models
- Recognize the importance of working of on the channels of Communication
- Express and demonstrate the various types of oral Communication
- Demonstrate the skills of Writing as a requisite for Business Correspondence

Unit 1: Introduction to Business Communication

10

- Business Communication
 - Meaning, Definition, Objectives, Importance
 - Elements of Communication
 - Communication Process
 - Principles of Effective Communication
 - Barriers to Communication and Overcoming Barriers
- Communication Models:
 - Shannon Weaver Model
 - Interactive Model
 - Intermediary Model
 - Transactional Model
- Case Studies

Unit 2: Channels of Communication

10

- Introduction, Working of Communication Channel
- Importance of Communication Channel
- Formal Communication:
 - Meaning, Importance, Advantages, Disadvantages
 - Downward Communication
 - Upward Communication
 - Horizontal Communication
 - Diagonal Communication
- Informal Communication:
 - Meaning, importance, Advantages, Disadvantages
- Non-Verbal Communication:
 - Meaning, Attributes, Advantages, Disadvantages
 - Types
- Case Studies

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Unit 3: Oral Communication	14
<ul style="list-style-type: none">• Oral Communication<ul style="list-style-type: none">○ Meaning, Importance, advantages and Disadvantages• Types:<ul style="list-style-type: none">○ Public Speaking, Speeches and Presentation○ Group Discussion○ Interpersonal and Interview Skills○ Meeting• Case Studies	

Unit 4: Written Communication	14
<ul style="list-style-type: none">• Written Communication:<ul style="list-style-type: none">○ Meaning, Importance, Advantages and Disadvantages• Types:<ul style="list-style-type: none">○ Business Correspondence○ Business Reports (Voluntary or Authorized; Routine or Special; Internal or External; Short or Long; Informational or Analytical)○ Notice, Agenda, Minutes and Resolution○ Internal Communication: Memos and Circulars• Case Studies	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.
*01 credit to be evaluated as a Skill-based Component

Recommended Basic Reading:

- Apana Gupta and S.M. Gupta. *Effective Business Communication*, Viva Books Private Ltd; New Delhi; 2016.
- Urmila Rai and S.M. Rai. *Business Communication*, Himalaya Publishing House, Mumbai; 2013.
- Uma Bhushan. *Introduction to Business Communication*, Jaico Publishing House: Mumbai; 2012.

Recommended Reference Books:

- Courtland. L. Bovee, John. V. Thill. *Business Communication Today*. Pearson: New York; 2021.
- Sanjay Gupta. *Business Communication*. SBPD Publications: Agra; 2019.
- R. K Madhukar. *Business Communication*. Vikas Publishing house Pvt Ltd.: Noida; 2018.
- Kelly M Quintanilla Shawn T. Whal. *Business and Professional Communication*,

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Keys for workplace. Sage Publication:: Singapore; 2017.

- Lesikar Raymond. *Business Communication: Connecting in a Digital World.* McGraw Hill Education India: New Delhi; 2015.
- Mary Ellen, Dana Loewy. *Essentials of Business Communication.* South – Western Cengage Learning: Mason USA; 2013.
- R.C. Sharma. *Business Correspondence & Report Writing.* Tata McGraw Hill Publication: New Delhi; 2020.
- Dr. R. K. Chopra. *Business Correspondence.* Himalaya Publishing House: Mumbai; 2017.

Websites:

- <https://www.academia.edu/6386200/>

E resources:

- <https://manoa.hawaii.edu/assessment/resources/youtube-oral-presentation-skills/>
- <https://nlist.inflibnet.ac.in/>
- <https://search.ebscohost.com/>

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Business Communication
Business Correspondence
[Core Course]

Semester: IV	*Credits: 04	Subject Code: C42106	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Express and practice the listening process in Business Communication
- Identify the importance of etiquettes in Business Communication
- Recognize and practice the requirements of Business Correspondence
- Apply and appraise the changing trends in the field of Business Communication

Unit 1: Listening Skills

12

- Listening:
 - Meaning, Definition, Importance
- Process of Listening
- Types of Listening
- Advantages of Listening
- Benefits of better Listening for Leaders and Teams
- Types of Listeners
- Barriers to Listening and Overcoming Barriers to Listening
- Case Studies

Unit 2: Business Etiquettes

10

- Business Etiquettes:
 - Meaning and Importance
- Types of Business Etiquettes:
 - Telephonic Etiquettes
 - Dining Etiquettes
 - Office Etiquettes
 - Meeting Etiquettes
 - Netiquettes
- Case Studies

Unit 3: Effective Writing Skills

12

- Business Writing
 - Meaning
 - Purpose of Writing

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<ul style="list-style-type: none"> ○ Principles of Effective Writing ● Employment Communication <ul style="list-style-type: none"> ○ Resume Writing ○ Cover Letter ○ Job Application Letter ● Corporate Communication <ul style="list-style-type: none"> ○ Call Letter ○ Appointment Letter ○ Termination Letter 	
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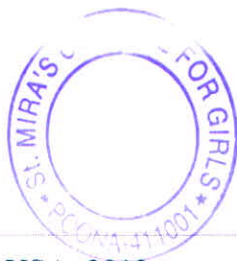
Unit 4: Recent Trends in Communication	14
<ul style="list-style-type: none"> ● Internet: Email, Merits and demerits ● Websites, Social Media Network (Twitter, Face book, LinkedIn, You-tube, WhatsApp) ● Google Doc, Google Form, Google Sheet, Google Slide, Google Class Room, Online Conference ● Video conferencing, Meeting through Zoom App, Google meet App, Cisco WebEx meeting App, Podcast communication 	

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Cengage Learning: Mason USA; 2013.


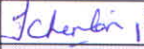


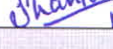
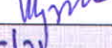

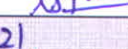
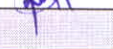

- R.C. Sharma. *Business Correspondence and Report Writing*. Tata McGraw Hill Publication: New Delhi; 2020.
- Dr. R. K. Chopra. *Business Correspondence*. Himalaya Publishing House: Mumbai; 2017.

Websites:

- https://www.researchgate.net/publication/309293240_Teaching_Listening_Skills

E-Resources:

- <https://businessculture.org/blog/2013/09/18/how-to-use-social-media-for-business/>
- <https://nlist.inflibnet.ac.in/>
- <https://search.ebscohost.com/>

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