



Business Communication
Managerial Communication
[Core Course]

Semester: III	*Credits: 04	Subject Code: C32106	Lectures: 48
----------------------	---------------------	-----------------------------	---------------------

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

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkat</i>



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*,

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



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/>

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



Business Communication
Business Correspondence
[Core Course]

Semester: IV	*Credits: 04	Subject Code: C42106	Lectures: 48
---------------------	---------------------	-----------------------------	---------------------

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
<ul style="list-style-type: none"> • Listening: <ul style="list-style-type: none"> ○ 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
<ul style="list-style-type: none"> • Business Etiquettes: <ul style="list-style-type: none"> ○ Meaning and Importance • Types of Business Etiquettes: <ul style="list-style-type: none"> ○ Telephonic Etiquettes ○ Dining Etiquettes ○ Office Etiquettes ○ Meeting Etiquettes ○ Netiquettes • Case Studies 	
Unit 3: Effective Writing Skills	12
<ul style="list-style-type: none"> • Business Writing <ul style="list-style-type: none"> ○ Meaning ○ Purpose of Writing 	

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkatachalam</i>



<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 	
---	--

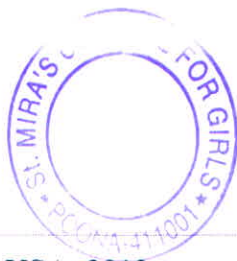
Unit 4: Recent Trends in Communication	14
<ul style="list-style-type: none"> ● Internet: Email, Merits and demerits ● Websites, Social Media Network (Twitter, Face book, LinkedIn, You-tube, WhatsApp) ● Google Doc, Google Form, Google Sheet, Google Slide, Google Class Room, Online Conference ● Video conferencing, Meeting through Zoom App, Google meet App, Cisco WebEx meeting App, Podcast communication 	

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

Recommended Basic Reading:
<ul style="list-style-type: none"> ● Apana Gupta and S.M. Gupta; <i>Effective Business Communication</i>, Viva Books Private Ltd; New Delhi, 2016. ● Urmila Rai, S.M Rai; <i>Business Communication</i>, Himalaya Publishing House, Mumbai, 2013. ● Uma Bhushan; <i>Introduction to Business Communication</i>, Jaico Publishing House, Mumbai, 2012.

Recommended Reference Books:
<ul style="list-style-type: none"> ● Courtland. L. Bovee, John. V. Thill; <i>Business Communication Today</i>, Pearson: New York; 2021. ● Sanjay Gupta. <i>Business Communication</i>. SBPD Publications: Agra; 2019. ● R. K. Madhukar. <i>Business Communication</i>. Vikas Publishing house Pvt Ltd.: Noida; 2018. ● Kelly M Quintanilla Shawn T. Whal. <i>Business and Professional Communication. Keys for workplace</i>. Copyright Sage Publication: Singapore; 2017. ● Lesikar Raymond. <i>Business Communication: Connecting in a Digital World</i>. McGraw Hill Education India: New Delhi; 2015. ● Mary Ellen, Dana Loewy. <i>Essentials of Business Communication</i>. South – Western

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkatachalam</i>



Cengage Learning: Mason USA; 2013.


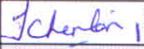


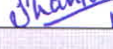
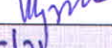


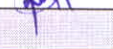

- R.C. Sharma. *Business Correspondence and Report Writing*. Tata McGraw Hill Publication: New Delhi; 2020.
- Dr. R. K. Chopra. *Business Correspondence*. Himalaya Publishing House: Mumbai; 2017.

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/>

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	 13/6/21
Faculty	Ms. Jyoti Chintan	 13/6/21
Faculty	Dr. Dimple Buche	 13/6/21
Faculty	Ms. Rajni Singh	 13/6/21
Faculty	Ms. Shanthi Fernandes	 13/6/21
Subject Expert (Outside SPPU)	Dr. K. Rajagopal	 13/6/21
Subject Expert (Outside SPPU)	Prof. Sumita Joshi	 13/6/21
VC Nominee	Dr. Shubhangi Joshi	 13/6/21
Industry Expert	Mr. Sanjay Kulkarni	 13/6/21
Alumni	Ms. Shivani Sinha	 13/6/21

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	