

ELECTIVE IV : BUSINESS COMMUNICATION

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
VI		Elective Paper – IV	45	3	45	3	3

COURSE OBJECTIVE:

1. The objective of this course is to familiarize the students with the Communication is a process of exchanging ideas, messages, information etc.
2. To know the verbal or nonverbal communication.
3. In this course, the focus will be on improving LSRW skills, i.e. listening, speaking, reading and writing.
4. Students will learn how to communicate effectively through the prescribed syllabus.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To provide an overview of Prerequisites to Business Communications	K2
CO2	To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener	K2, K4
CO3	To develop ability to communicate effectively with the help of electronic media	K2, K4

CO4	To develop effective writing skills so as to enable students to write in a clear, concise, persuasive and audience centred manner	K2
CO5	To develop effective listening skills so as to enable students to speak confidently interpersonally as well as in large groups	K2, K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	M	S	S	S
CO2	M	S	S	S	M	S
CO3	S	M	S	S	S	S
CO4	S	S	S	M	S	S
CO5	M	S	S	S	M	S

S – Strong ;

M – Medium;

L – Low

UNIT- I INTRODUCTION

10 hrs

Introduction of Communication : Objectives – Importance – Elements - Process - Principles of effective communication - Barriers to communication and Remedial measures Role of communication in conflict resolution.

UNIT- II TYPES OF COMMUNICATION

10 hrs

Formal and Informal communication : Grapevine - Characteristics of corporate - Communication - Characteristics of corporate communication - Communication network.

UNIT -III TOOLS OF COMMUNICATION**5 hrs**

Tools : Emergence of communication technology - Modern Forms of communication - Fax, Email, Video Conferencing.

UNIT- IV DRAFTING**10 hrs**

Notice : Circular - Resolution & Minutes – Report - CV writing - Business letter writing - Offer

Letter : Quotation - Status enquiry - Refusal and cancellation of order - Recommendation, Credit collection – Claim - Bank loan.

UNIT –V LISTENING**10 hrs**

Barriers to Effective Communication and ways to overcome them –

Listening : Importance of Listening - Types of Listening - Barriers to Listening and overcoming them -Listening situations - Developing Listening Skills.

**Distribution of marks: Theory 100% and problem
0% TEXT BOOKS:**

Sl. no	Authors	Title	Publishers	Year of publication
1	R.K.Madhukar	Business Communication	Vikash Publishing House Pvt. Ltd.	2010

2	Lesikar, Flatley et al,	Business Communication	McGraw Hill	2004
3	Anjanee, S. & Bhavana Adhikari	Business Communication	TMH	2009
4	Mishra. B, Sharma. S	Communication Skills for Engineers and Scientists	PHI Learning Pvt. Ltd.	2011

REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of publication
1	C. Muralikrishna and S. Mishra	Communication Skills for Engineers	Pearson Educaion	2011
2	Pal, Rajendra and Korlahalli, J.S.	Essentials of Business Communication	Sultan Chand & Sons.	2011
3	Kaul, Asha.	EffectiveBusiness Communication	PHI Learning	2004

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. PPT
4. Assignment
5. Seminar
6. Role play

SYLLABUS DESIGNER:

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