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| 1 st Semester | 18MBA106 | Business Communication | L-T-P 3-0-0 | 3 Credits | 35 hrs |
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MODULE – I:

ORAL COMMUNICATION

- **Communication Basics:** The process of communication (2-way Model): Sender, Message, Channel, Receiver, Feedback. Communication Flow in Organizations: The Grape-vine; Formal Channels – Vertical (Downward and Upward); Horizontal; Diagonal. Non-verbal Communication: Kinesics, Oculistics, Proxemics, Chronemics, Haptics, Paralanguage, Appearance and Artifacts.
- **Language Skill 1 - Listening :** Listening Vs. Hearing – Importance of the listening skill – Types of Listening : Active Listening ; Empathetic Listening; Content Listening; Critical Listening – Barriers to Listening – Guidelines for improving the Listening Skill.
- **Language Skill 2 -Speaking:** Guidelines for improving confidence, fluency, articulation, accent and voice modulation while speaking. Oral communication at the workplace: Essentials of a Business conversation – Effective Conversation Management. Cell phone Etiquette, Teleconference / Video Conference Skills.

MODULE – II :

WRITTEN COMMUNICATION

- **Language Skill 3- Reading :**The process of Reading; Subskills of Skimming, Scanning, Inferencing, Guessing word-meaning, Using appropriate speed for various kinds of reading. Correction of Reading faults of Eye-fixation, Regression, Finger-pointing, Sub-vocalising, Reading aloud, and indiscriminate use of the Dictionary.
- **Language skill 4 - Writing :** The writing Process – Guidelines for composing effective business messages – Structure of Routine and Persuasive business messages, good-will, good-news, and bad-news messages.
Features of an effective business E-mail. Rules of Netiquette.
Preparing a Résumé -Parts of a Résumé – Résumé Styles: Chronological, Functional, and Chrono-functional - Résumé design.

Writing Business Reports: Features of a good business report. Formats – Printed form, Memo, Letter, Manuscript. Structure of a Short Formal Report.Steps in planning and preparing a business report.

Applied English Grammar for Business Writing: Tenses – Subject Verb Concord – Modals – Active & Passive Forms – Non-finite forms – Punctuation

MODULE – III :

BUSINESS PRESENTATION & GROUP DISCUSSION

- **Presentations :** Their importance for a manager - Features of a good business presentation— Planning, Preparing & Structuring—PPT Preparation, Rehearsal & Delivery – Overcoming Stage Fright and Glossophobia – Importance of Body Language in presentations. Individual and Group presentations.
- **Group Discussion :** Difference between GD and Debate – Parameters of Performance evaluation in a GD : Awareness, Reasoning ability, Discussion Skills, Leadership, Openness, Assertiveness, Attentive Listening, Motivation and Enthusiasm – How to get prepared for GD – Some Dos and Don'ts.

Books :

- Communication Skills: Sanjay Kumar & PushpaLata, Oxford University Press.
- Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and MukeshChaturvedi, Pearson.
- Business communication – Meenakshi Raman & Prakash Singh
- Business and Managerial Communication – SaileshSengupta, PHI Learning
- BCOM : Business Communication – A South Asian Perspective, Lehman, Dufrene&Sinha, Cengage Learning