

Name of Institute: Indus Institute of Management Studies (IIMS)

Name of Faculty: Dr. Prerna Mishra

Course Code: BC0205

Course Name: Business Communication

Pre-requisites: H.S.C

Credit Points: 4 Credits

Offered Semester: I

Course Lecturer (Weeks 01 – 15)

Full name: Dr. Prerna Mishra

Department with Siting location: Management

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Email: prernamishra.mba@indusuni.ac.in

Consultation times: 4:00 PM to 5:00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

To provide an overview of Prerequisites to Business Communication. To put in use the basic mechanics of Grammar. To provide an outline to effective Organizational Communication. To underline the nuances of Business communication. Enhance basic reading, writing and speaking skills of the students. Facilitate the students to interpret non-verbal communication and manage it.

Course Outcomes (CO)

On successful completion of this course students will be able to:

CO1: Understand and manage to demonstrate a good understanding of effective business writing and effective business communications.

CO2: Understand and develop effective business communications.

CO3: Develop the right attitude for personal and professional life.

CO4: Identify and apply communication abilities to face corporate challenges.

CO5: To distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as a process in an organization.

CO6: To demonstrate his verbal and non-verbal communication ability through presentations.

Course Outline

Unit-I

Introduction: Meaning and Importance of Business Communication, Elements of Communications, Process of Business Communication, Forms and Barriers to Communication

Unit-II

Communication Skills: Seven C`s of Communications, Listening Skills - Definition, Anatomy of poor listening skills; Strategies to be a good listener, Reading Skills - Technique of reading skills

Unit-III

Classification of Communication: Types of Verbal, Non-verbal & Written Communication; Business Presentations: Importance of oral presentations; Characteristics of oral presentation, Presentation plan; Power point presentation and visual aids; Social Media Communication

Unit-IV

Letter Writing: Inviting quotations; Sending quotations; Placing orders; Inviting tenders, Sales letters; Claim & adjustment letters; Inter - office Memo; Business and Report Writing: Notices, Agenda and Minutes, Business Reports and other related documents. Email Writing Etiquettes.

Method of delivery

Lectures, PPT, Quantitative Case Studies/ Numerical, Experiential Exercises, Active Learning Techniques.

Study time

Four hours per week

CO-PO Mapping

Programme Outcomes (POs)

PO1: Enhance Conceptual clarity & domain knowledge

PO2: Create Awareness of Business Environment

PO3: Develop Effective communication skills

PO4: Build Analytical skills in Business

PO5: Comprehend Ethical and Social Responsibility

PO6: Build professional competence as per industry requirements

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	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3		3			2
CO 2	3		3			1
CO 3	1		3			2
CO 4	3		1			2
CO 5			2			2
CO 6	2		3			1

Blooms Taxonomy and Knowledge Retention (For reference)

(Blooms taxonomy has been given for reference)

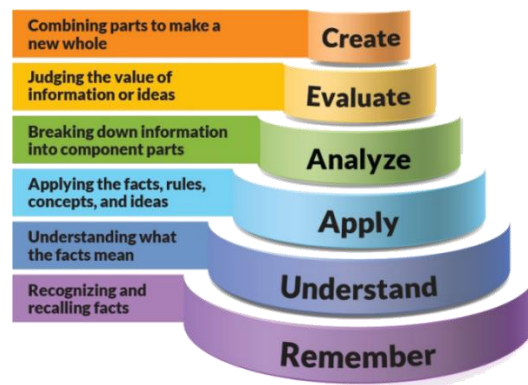


Figure 1: Blooms Taxonomy

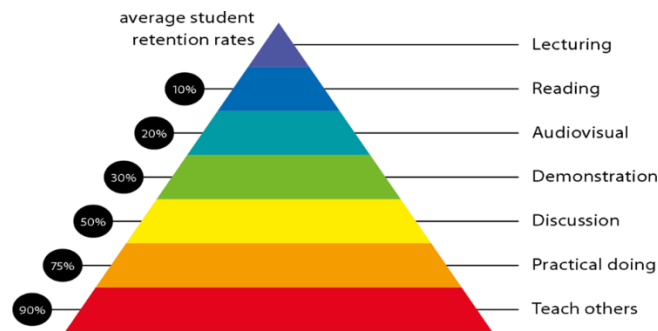


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of _____ Graduate Capabilities
<p>Informed</p> <p>Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p>1 Professional knowledge, grounding & awareness</p>
<p>Independent learners</p> <p>Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a</p>	<p>2 Information literacy, gathering & processing</p>

variety of sources and technologies. Acknowledge the work and ideas of others.	
Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.	3 Problem solving skills
Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.	4 Written communications
	5 Oral communication
	6 Teamwork
Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	7 Sustainability, societal & environmental impact

Practical work:

1. ASSIGNMENT -1: Unit 1 & 2
2. ASSIGNMENT -2: Unit 3 & 4
3. Presentation

Lecture/ Tutorial Times:

1hr / lecture or tutorial

Attendance Requirements:

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text Books:

1. Fundamentals of Business Communication by Chaturvedi & Chaturvedi
2. Business Communication by V.K. Jain and Om Prakash Biyani

Reference Books:

1. Business Communication Skills by Meeta Ghosh
2. English Grammar by Wren & Martin
3. Essentials of business communication-Rajendra pal & J. S. Korlahalli.
4. Communication for business-Shirley Taylor
5. Business communication today-Bovee, Thrill, Schaltzman

ASSESSMENT GUIDELINES

Final course mark will be calculated from the following:

Assignment 1 & 2	(5 + 5) Marks
Presentation	5 Marks
Attendance	5 Marks
Mid Semester Exam	40 Marks
Final Exam	40 Marks

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e. mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

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Late Work

Late assignments will not be accepted without specific reasons and supporting documents.

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course Schedule (subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Introduction: Meaning and Importance of Business Communication, Elements of Communications	CO1, CO2 & CO4	Lecture
Weeks 2	Process of Business Communication	CO2 & CO4	Lecture
Week 3	Forms and Barriers to Communication	CO2, CO3, CO5 & CO6	Lecture
Week 4	Communication Skills: Seven C's of Communications	CO2, CO5 & CO6	Lecture

Week 5	Listening Skills - Definition, Anatomy of poor listening skills, Strategies to be a good listener	CO1, CO3 & CO4	Lecture
Week 6	Reading Skills - Technique of reading skills	CO2, CO3 & CO4	Lecture
Week 7	Classification of Communication: Types of Verbal, Non-verbal & Written Communication	CO2, CO4 & CO5	Lecture
Week 8	Business Presentations: Importance of oral presentations	CO2, CO3 & CO6	Lecture
Week 9	Characteristics of oral presentation, Presentation plan	CO1, CO2 & CO4	Lecture
Week 10	Power point presentation and visual aids, Social Media Communication	CO2 & CO4	Lecture
Week 11	Letter Writing: Inviting quotations, Sending quotations	CO2, CO3, CO5 & CO6	Lecture
Week 12	Placing orders; Inviting tenders, Sales letters; Claim & adjustment letters	CO4 & CO5	Lecture
Week 13	Inter - office Memo; Business and Report Writing	CO2, CO3, CO5 & CO6	Lecture
Week 14	Notices, Agenda and Minutes, Business Reports and other related documents	CO2, CO3, CO5 & CO6	Lecture
Week 15	Email Writing Etiquettes Revision	CO2, CO3, CO5 & CO6	Lecture