

Business Communication

Code: ADMN-212

Course Name: Business Communication

Course Type: Core

Concentration

Course Level:

Year 1:	<input type="checkbox"/>	Semester 1	<input type="checkbox"/>	Semester 2	<input type="checkbox"/>	Summer Semester
Year 2:	<input type="checkbox"/>	Semester 1	<input type="checkbox"/>	Semester 2	<input type="checkbox"/>	Summer Semester
Year 3:	<input type="checkbox"/>	Semester 1	<input type="checkbox"/>	Semester 2	<input type="checkbox"/>	Summer Semester
Year 4:	<input type="checkbox"/>	Semester 1	<input type="checkbox"/>	Semester 2	<input type="checkbox"/>	Summer Semester

Course Description: This course provides students with the theoretical and practical framework for understanding and conducting effective oral and written communication.

Objectives:

1. To make the students understand about the process of effective communication.
2. To develop the skills of Business Communication.

Learning Outcomes:

On the completion of this course, they can handle the communication aspects of any business organization very efficiently.

Skills to be developed throughout the Course:

Students will develop their oral communication skills and written communication which will also test student's creative skills and their abilities to present theoretical information in practical situations. Students are encouraged to make use of IT facilities particularly web sites to support research and reading.

Learning Resources:

1. Text Books

<u>Author</u>	<u>Title</u>	<u>Publisher</u>	<u>Year</u>
Court Bovee & John V Thill	Business Communication Today.	Prentice Hall.	2008
John V. Thill & CourtLand L. Bovee	Excellence in Business Communication.	Prentice Hall.	2008
Asha Kaul	Effective Business Communication	Prentice Hall	2003

2. e- Library Reserves

- <http://www.emeraldinsight.com/insight>

3. Internet

- Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.
- Courseware: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor's methodological text. Such documentation will typically be posted regularly.
- www.decalibrary.org
- www.ipl.org
- www.ncpublicschools.org

Delivery and Teaching Strategy: (Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)

Methods of Instruction: It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.

Assessment Strategy:

- First Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- Second Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- Attendance, Participation & Assignment: 10 Marks
- Final Exam: 50 Marks
- Total: 100 Marks

Syllabus Change Policy: This syllabus is a guide for the course and is subject to change with advanced notice.

Course Contents:

UNIT -1 Principles of Communication: Definition, Purpose, Process, Types. Verbal Communication – Target group profile, Barriers of Communication, Listening, Feedback, Presentation Skills, Use of Aids, Public Speaking, Practice Presentation.

UNIT -2 Written Communication: Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation, Using simple words, Proof Reading.

UNIT -3 Report Writing: Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, Report Writing.

UNIT -4 Writing Business Memos: Circulars, Notices, Memos, Agenda and Minutes, Maintaining a Diary, Resume/CV, Press Release. Writing Business Letters – Formats, Styles, Types, Facsimiles (Fax), Electronic Mail, Handling Mail. Handling Business Information – Annual Report, House Magazine, External Communication – Language, Techniques.