

**20BB101 BUSINESS COMMUNICATION**

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

**COURSE DESCRIPTION AND OBJECTIVE:**

The purpose of the course is to develop the students' competence and confidence to communicate at an advanced level. Students will learn how to improve LSRW skills and develop strategies for LSRW skills. They will also learn business letter writing and correspondence skills

**COURSE OUTCOMES:**

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Read and comprehend a wide variety of office materials required for regular business functions	2
2	Acquire suitable vocabulary and functional grammar to carry out day to day managerial functions.	4
3	Apply appropriate strategies and LSRW skills for improved communication in different business contexts.	1
4	Apply elements of business writing for effective workplace correspondence.	3
5	Develop Oral proficiency to make impactful business presentations.	5

**SKILLS :**

- ✓ *Develop strategies needed for global workplace.*
- ✓ *Make students to read and understand business articles.*
- ✓ *Develop Business correspondence.*
- ✓ *Demonstrating strong Interpersonal skills.*

**UNIT - I**

**L-10**

**Functional English Grammar and Vocabulary:** Tenses, Articles, Prepositions, Subject-Verb agreement, Business idioms, Conditionals and Degrees of comparison, Discourse markers.

**UNIT - II**

**L-10**

**Basics of Communication:** Communication Process & Elements, Need of Communication Skills in Management, Channels of Communication, Types of Communication, Barriers to Communication, How to overcome the Barriers, Principles of effective communication.

**UNIT - III**

**L-10**

**Processing business documents:** Reading and comprehending business articles, Reading and comparing two articles (Teenage entrepreneurs) Reading charts and graphs, Reading business news, Listening skills (types and developing strategies) Etiquette and method of writing e-mails (formal, informal)

**UNIT - IV**

**L-10**

**Business Correspondence:** Purpose of format of a business letter, Elements of a business letter, Types of business letters, Enquiry, Sales, Quotations, Claims, Adjustment, Report writing, Memos, Notice/Circular, Agenda, Minutes of a meeting.

**UNIT - V**

**L-10**

**Apply Soft skills at workplace:** Interview skills, Leadership qualities, Business etiquette, Telephone etiquette, Group Discussion, Group Dynamics, Presentation skills.

**TEXT BOOKS:**

1. Essentials of Business Communication Skills by RajendraPal , J S Korlahalli.

**REFERENCE BOOKS:**

1. Basic Communication Skills for Technology by AndseJ.Rutherford. Pearson Education Asia.2000, 2<sup>nd</sup> edition.
2. Advanced Communication Skills by V.Prasad, Atma Ram.
3. Business Communication by Raymond V. Lesikar, Mcgrew hill, 1995.
4. Writing Remedies by University Press.
5. Success with Grammar & Composition by K.R.NarayanaSwamy.
6. CUP Cambridge: Business Benchmark: Business Preliminary 2nd Edition.
7. Effective Technical Communication by M Ashraf Reizvi.