

Part A – Introduction				
Subject	Business Administration			
Semester	II			
Name of the Course	Business Communication			
Course Code	B23-SEC-214			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	SEC-2			
Level of the course (As per Annexure-I)	100-199			
Pre-requisite for the course (if any)	None			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. To define and outline all four business communication skills i.e. reading, writing, speaking and listening 2. To apply and demonstrate the gathered knowledge about the business communication regarding both inter and intra organizational situations 3. To distinguish and examine the necessary techniques and skills that help them in communicating effectively for handling organizational issues. 4. To design and develop their methods and ways in transmitting information within and outside the organizations in the most effective manner.			
Credits	Theory	Tutorial	Practical	Total
	2	1	0	3
Contact Hours/Week	2	1	0	3
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50		Time: 3 Hours		
Part B- Contents of the Course				
Instructions for Paper- Setter				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. Part ‘A’ shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. Part ‘B’ shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 10 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Introduction to the Communication: Meaning, Nature, scope and Process of communication, Importance of Effective Business Communication, Objectives of Business Communication, Types/Pattern of Business Communication; Media/Channels of Business Communication; Barriers to Business Communication.			12
II	Written Communication- (a) Business Letter Writing, (b) Business Report Writing: Importance, Need, Types, Techniques, Language, Structure, Planning and Drafting Written Communication; Preparing Official Communication, Circular, Notification, Amendment, Press Communiqué, DO letter, Telegram.			11
III	Oral Communication: Interviewing-Art of effective interviewing, Types of Interviewing, Techniques of Interviewing, Qualities of Interviewer and Interviewer, Planning of Interviewing, Process of Interviewing. Communicating within groups.			11
IV	Audio visual Communication: Role of Audio-Visual Communication, Channels of Audio-Visual Communication, Importance of Body language in non-verbal communication; Role of Public Relation in Business Communication			11
Suggested Evaluation Methods				
Internal Assessment: ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.: 07 ● Mid-Term Exam: 13			End Term Examination: 50	
Part C-Learning Resources				
Recommended Books/e-resources/LMS: 1. Murty, C.V.S., Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai. 2. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi. 3. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi.				