

NIRMA UNIVERSITY
Institute of Management
Integrated Bachelor of Business Administration-Master of Business
Administration Programme
Term - II

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Course Code	BBA1CCOB04
Course Title	Business Communication

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Appraise written business communication and evaluate its relevance.
2. Create, examine, and structure project reports, business proposals, recommendations, and evaluation reports etc. employing effective strategies of persuasion.
3. Construct effective and persuasive written communication for diverse businesses and audiences.

Syllabus

Teaching Hours

Unit I: Introduction and Paragraph Writing <ul style="list-style-type: none"> • Introduction to business writing • Structuring a paragraph • Construction of a paragraph and types of content • Techniques of paragraph writing 	05
Unit II: Essay Writing <ul style="list-style-type: none"> • Introduction and types of essays • Characteristic features of an essay • Components of an essay • Essay writing and editing • Guiding principles 	03
Unit III: Business Letters and Email Writing <ul style="list-style-type: none"> • Business letters - structure and layout • Business letters – elements of style • Types of business letters • Email writing basics • Email writing etiquette 	06
Unit IV: Business Report Writing <ul style="list-style-type: none"> • Features of a business report • Types of business reports • Preparing for business reports • Styles of reports 	04
Unit V: Proposal Writing <ul style="list-style-type: none"> • Purpose of proposal writing • Types of proposals • Structure of proposals • Developing a proposal 	02
Unit VI: Creative Writing <ul style="list-style-type: none"> • Types of creative writing 	03

<ul style="list-style-type: none"> • Writing for advertising • Writing reviews 	
Unit VII: Cover Letter and Resume Writing <ul style="list-style-type: none"> • Application and cover letters • Types of resumes • Features of a resume • Preparing a resume 	04
Unit VIII: Other Types of Business Writing <ul style="list-style-type: none"> • Inter- office memos • Circulars • Notice, agenda and minutes 	03

Suggested Readings (Latest Edition):

1. Kaul, A. *Business Communication*. New Delhi: Prentice Hall of India Private Limited.
2. Lesikar, R. V. and Flatley, M. E. *Basic Business Communication: Skills for Empowering the Internet Generation*. New Delhi: Tata McGraw Hill.
3. Mehra, P. *Business Communication for Managers*. Pearson.

w.e.f. Academic Year 2019-20 and onwards