

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Family Business & Entrepreneurship) Programme
Term - I

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Course Code	MFB4CCOB01
Course Title	Business Communication

Course Learning Outcomes (CLO):

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

1. Explain the basic principles and key elements of business communication.
2. Demonstrate oral and non-verbal communication skills and deliver effective business presentations.
3. Compose different forms of business writing like letters, memos, proposals and reports.
4. Design effective communication strategy for managing business successfully.

Syllabus

Teaching Hours

Unit I: Fundamentals of Communication <ul style="list-style-type: none"> • Need for communication • Process of communication • Types of communication • Barriers to communication 	03
Unit II: Basics of Organizational and Entrepreneurial Communication <ul style="list-style-type: none"> • Communication in an organization • Flow of communication within an organization • Challenges in organizational communication • Effective business communication • Entrepreneurship and communication 	03
Unit III: Listening Skills & Feedback <ul style="list-style-type: none"> • Types of listening • Listening process • Barriers to listening • Active listening • Giving and receiving feedback 	05
Unit IV: Inter & Intrapersonal Communication <ul style="list-style-type: none"> • Intra-personal and inter-personal processes in communication • Non-verbal communication • Communication in groups and teams • Communicating assertively 	04
Unit V: Business Writing and Presentations <ul style="list-style-type: none"> • Planning, organizing and writing • Writing short letters, memos and bad-news messages • Email and blog writing • Business report writing • Business presentations 	05
Unit VI: Communication Technology <ul style="list-style-type: none"> • Technology based communication tools 	05

<ul style="list-style-type: none"> • Effectiveness in technology based communication • Impact of technology and social media on communication • Advertising communication 	
Unit VII: Cross Cultural Communication <ul style="list-style-type: none"> • Awareness of cultural differences • Cross culture negotiation • Dos and Don'ts of cross cultural communication 	05

Suggested Readings:

1. Jandt, F. E. *Defining Communication as an Element of Culture*. In an Introduction to Intercultural Communication-Identities in a Global Community. United States of America: SAGE Publications.
2. Kaul, A. *Business Communication*. New Delhi: Prentice Hall of India Private Limited.
3. Lesikar, R. V. and Flatley, M. E. *Basic Business Communication: Skills for Empowering the Internet Generation*. New Delhi: Tata McGraw Hill.
4. Mehra, P. *Business Communication for Managers*. Pearson.

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