

NIRMA UNIVERSITY

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| Institute: | Institute of Technology |
| Name of Programme: | Integrated B.Tech.(CSE)-MBA |
| Course Code: | CSI0504 |
| Course Title: | Business Communication |
| Course Type: | Core |
| Year of Introduction: | 2021-22 |

Credit Scheme

| L | T | Practical Component | | | | C |
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| | | LPW | PW | W | S | |
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Course Learning Outcomes (CLO):

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

1. apply business communication strategies and principles to prepare effective communication for business situation
2. select appropriate organizational formats and channels used in developing and presenting business message
3. communicate via electronic mail, Internet, and other technologies
4. deliver an effective oral business presentation during various professional settings

Syllabus:

Total Teaching hours: 20

| Unit | Syllabus | Teaching hours |
|----------|--|----------------|
| Unit-I | Introduction to Communication: Purpose of Communication; Process of Communication; Importance of Communication in Business; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. | 02 |
| Unit-II | Types of Communication: Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication. Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication. | 03 |
| Unit-III | Listening Skills: Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place, note taking tips | 02 |
| Unit-IV | Language for Communication: Language and Communication; General Principles of Writing; Improving Writing Skills, Essentials of good style, Expressions and words to be avoided; Grammar and Usage. Effective Communication, rhetoric, institutional communication, intercultural communication | 02 |
| Unit-V | Written Communication: Principles of effective writing, Steps of writing, | 06 |

Difference between creative, academic and professional writing, Letter writing, E-mail writing, memo writing, circular writing, issues of plagiarism.

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| Unit-VI | Reading Skills: Reading Skill; Purpose of Reading; Types of Reading; Techniques for Effective Reading, SQ3R skills, Speed Reading. | 01 |
| Unit-VII | Employment Communication: Job Interview: Importance and Factors Involving Job Interview; Characteristics of Job Interview; Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview. Resume: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters | 04 |

Self-Study: The self-study contents will be declared at the commencement of semester. Around 10% of the questions will be asked from self-study contents

Suggested Readings/
References:

1. Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi
2. Monippally, Matthukutty M. Business Communication Strategies. Tata McGraw Hill Publishing Company Ltd., New Delhi
3. Sharma, Sangeeta and Binod Mishra. Communication Skills for Engineers and 1 Scientists: PHI Learning Pvt. Ltd., New Delh
4. Michael Swan, Practical English Usage, OUP
5. William Zinsser, On Writing Well, Harper Resource Book
6. Liz Hamp-Lyons and Ben Heasley, Study Writing, Cambridge University Press
7. Word Power Made Easy, Norman Lewis.
8. Raymond Murphy, Essential English Grammar: A Self-Study Reference and Practice Book for Elementary Students of English with Answers, Cambridge University Press

| Suggested List of Experiments: | Sr. No. | Title | Hours |
|--------------------------------|----------------|-------------------------------|--------------|
| | 1 | Introduction to lab component | 02 |
| | 2 | Tenses, Reported Speech | 02 |
| | 3 | Letters and Email writings | 02 |
| | 4 | Pronunciation, Presentations | 02 |
| | 5 | Resume Writing | 02 |
| | 6 | Mock Interviews | 04 |
| | 7 | Memos and Circular Writing | 02 |
| | 8 | Role Plays | 02 |
| | 9 | Group Discussion | 02 |

Suggested Case List: -NA-

