

<b>HUMN 1001</b>	<b>Business Communication - I</b>	L	T	P	C
<b>Version 1.0</b>		3	0	0	3
<b>Pre-requisites/Exposure</b>	12 <sup>th</sup> level English				
<b>Co-requisites</b>	--				

### Course Objectives

The objectives of this course are:

- a) To provide an overview of Prerequisites to Business Communication.
- b) To put in use the basic mechanics of Grammar.
- c) To provide an outline to effective Organizational Communication.
- d) To underline the nuances of Business communication.
- e) To impart the correct practices of the strategies of Effective Business writing.

### Course Outcomes

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- CO1. Explain the concepts in business communication with respect to foreign trade
- CO2. Apply the global business soft skills to current business environment
- CO3. Analyse the principle of communication to business and strategies adopted by firms to expand globally
- CO4. Integrate concept of business communication with foreign trade

### Catalog Description

Effective communication is an integral part of life. Communication is a process of exchanging ideas, messages, information etc. through verbal or nonverbal communication. In this course, the focus will be on improving LSRW skills, i.e. listening, speaking, reading and writing. Students will learn how to communicate effectively through prescribed syllabus as well as through Pearson Global English solutions. Classroom assignments/activities specifically designed to encourage students to play an active role for enhancing their knowledge and developing learning strategies. Blended learning - online and traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, quizzes, discussions and assignments enable students towards understanding various aspects of effective communication. Class participation is a fundamental aspect of this course student are encouraged to actively take part in all group activities and to give an oral group presentation. Through an experience-based curriculum, highly interactive exercises, and powerful presentation, students will become the type of communicator that others search for and remember. Students will not only notice a huge improvement, they will be having a lot of fun in this learning process. Students will have two F2F and one online lecture (24 + 12 = 36 sessions). Assessment process is continuous.

## Course Content

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### Unit I: 6 lecture hours

Prerequisites to Business Communication- Introduction to Blended Learning & Blackboard. Nuances of Academic writing will be discussed which is a prerequisite to Blended Learning.

- Paraphrasing
- Deciphering Instructions
- Interpreting Guidelines
- Dos and Don'ts of participating in Online Discussion Boards and
- Referencing Styles (MLA, Chicago, APA)

### Unit II: 2 lecture hours

Grammar Plus/ Enriching Business Vocabulary & Reading Skills

- Tenses/Passive Voice
- Conditional Sentences
- Common errors
- Building Blocks of Vocabulary
- Business Idioms and Collocations
- Reading and analysis of Business articles, short reports, success stories and caselets.

### Unit III: 4 lecture hours

Effective Business Communication. Communication – An overview.

- Origin, meaning and process of Communication.
- Goals of Communication
- Organizational Communication
- Directions/Flow of Communication.
- Barriers to Communication
- Cross-cultural/Intercultural communication.

### Unit IV: 5 lecture hours

Critical Thinking & Writing Skills – Empower your writing skills.

- Mind Mapping
- Prerequisites to paragraph writing
- Methods of Paragraph Development
- Precis writing
- Abstract writing
- Summary writing

### Unit V: 7 lecture hours

The Writing Strategy in Business messages & Presentation skills

- Preparing Effective business messages (Planning steps, organizing content, drafting, beginning & ending. Proof – reading & final editing)
- Writing Good news, Bad news and Neutral messages.
- How to draft Memo, agenda & Minutes of Meeting?
- Effective presentation skills.
- Group Presentations (Organizational communication)

## Online sessions - 12

### Text Books

1. Mishra. B & Sharma. S. (2011) *Communication skills for engineers and scientists*. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M. (2011) *Business communication: Concepts, Cases and Applications*. New Delhi: Pearson Education. ISBN: 8131718727.
3. Greenbaum. S. *College grammar of English*. Longman Publishers. ISBN: 9780582285972.

### Reference Books

1. Pal, R. & Korlahalli, J.S. (2011) *Essentials of business communication*. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, A. (2014) *Effective business communication*. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R. (2007) *Essential English grammar*, CUP. ISBN: 8175960299.
4. Muralikrishna,C & Mishra,S. (2011) *Communication skills for engineers*, Pearson education. ISBN: 9788131733844.

**Modes of Evaluation: Quiz/Assignment/ Discussion/Activity/Presentation etc.**

**Examination Scheme:**

Components	I.A	Mid Sem	End sem
Weightage (%)	30	20	50

**The Evaluations will be Continuous in nature as given below:**

Module Description	Assessment Criteria	Details of activities	Marks Distribution	Total	Total No. of hours (Online) 12 Hrs
I.A - 20%	Discussion -I (I.A)	Prerequisites to Business Communication and Online learning environment	20 Marks	100 Marks	1 Hr
	Quiz - I (I.A)	Tenses/ Passive voice	20 Marks		30 Min
	Quiz - II (I.A)	Conditional Sentences	20 Marks		30 Min
	Assignment -I (I.A)	Case Study based on Organizational /	40 Marks		2 Hrs

		<b>Intercultural communication</b>			
<b>Mid - 20%</b>	<b>Quiz -III (Mid)</b>	<b>Assorted test on Module 1 &amp; Module 3</b>	<b>20 Marks</b>	<b>Total 100 Marks</b>	<b>30 Min</b>
	<b>Discussion -II (Mid)</b>	<b>Based on effective communication skills (Module 3)</b>	<b>20 Marks</b>		<b>1 Hr</b>
	<b>Assignment - II (Mid)</b>	<b>Based on critical thinking &amp; writing skills (Module 4)</b>	<b>30 Marks</b>		<b>1 Hr</b>
	<b>Assignment - III (Mid)</b>	<b>Based on drafting effective business messages (Module 5)</b>	<b>30 Marks</b>		<b>1 Hr</b>
<b>End - 50%</b>	<b>Assignment – IV (End)</b>	<b>Group Presentations</b>	<b>40 Marks</b>	<b>Total 100 Marks</b>	<b>1 Hr</b>
	<b>Discussion -III (End)</b>	<b>Based on writing strategy (Module 5)</b>	<b>20 Marks</b>		<b>1 Hr</b>
	<b>Assignment -V (End)</b>	<b>Based on Effective business correspondence (Module 5)</b>	<b>20 Marks</b>		<b>2 Hr</b>
	<b>Quiz -IV (End)</b>	<b>Assorted test on complete Business Vocabulary, common errors &amp; Grammar.</b>	<b>20 Marks</b>		<b>30 Min</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	Explain the concepts in business communication with respect to foreign trade	PO 1,2, 3,4,5 7,8
<b>CO2</b>	Apply the global business soft skills to current business environment	PO 1,2, 3,4,5 7,8, 10,11,12
<b>CO3</b>	Analyse the principle of communication to business and strategies adopted by firms to expand globally	PO 3,4,5,7,9,10
<b>CO4</b>	Integrate concept of business communication with foreign trade	PO 1,2, 3,4,5 7,8,9,10,11,12

### **Program Outcome / Course Outcome mapping**

<b>Course Outcomes</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>
<b>PO 1</b>	1	2	3	3
<b>PO 2</b>	2	3	3	3
<b>PO 3</b>	1	2	1	3
<b>PO 4</b>	3	3	3	3
<b>PO 5</b>	1	2	1	3
<b>PO 6</b>	1	3	1	2
<b>PO 7</b>	1	2	1	3
<b>PO 8</b>	1	2	1	3
<b>PSO 9</b>	3	3	3	3
<b>PSO 10</b>	1	2	1	3
<b>PSO 11</b>	1	3	1	2
<b>PSO 12</b>	1	2	1	3

Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 9	PSO 10	PSO 11	PS12
<b>HUMN 1001</b>	<b>Business Communication I</b>	2	2	3	3	3	3	2	3	1	2	3	1
		Students will be able to develop and evaluate alternate managerial decisions and identify optimal solutions	Students will demonstrate effective application capabilities of their conceptual understanding to the real world business situations	Students will be able to exhibit effective decision making skills, employing analytical and critical thinking ability	Students will demonstrate effective oral and written communication skills in the professional context	Students will be able to work effectively in teams and demonstrate team building capabilities	Students will exhibit leadership and networking skills while handling business situations	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business	Students will demonstrate employability traits in line with the changing dynamics of the industry	Students will demonstrate strong conceptual knowledge in the functional area of management as well as LSCM domain	Students will demonstrate effective understanding of relevant functional areas of management and their application in LSCM	Students will demonstrate analytical skills in identification and resolution of business problems pertaining to LSCM & general management	Students will exhibit the ability to integrate functional areas of management with domain perspective for the purpose of planning, implementation & control of FT

- 1 – Weakly mapped
- 2 – Moderately mapped
- 3 – Strongly mapped

