

<b>HUMN 1002</b>	<b>Business Communication - II</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:

- To build on the principles of communication taught in Business Communication-I in the first semester.
- To inculcate basic professional writing techniques by developing a practical approach to utilize the principles of business correspondence.
- To enable the students to prepare a business report & proposal.
- To carry out the basics of Presentations, Group Discussion & Interview Etiquette while following correct voice modulation and acceptable Paralinguistic features.

## Course Outcomes

On completion of this course, the students will be able to

CO1. Explain the concepts related to Business Communication-I.

CO2 Apply the basics of Business Correspondence through various formats of letters and emails.

CO3. Analyze the principle of an effective business Proposal.

CO4. Integrate the concept of effective writing skills for business report.

## Catalog Description

Business communication is not just an act of conveying information. It involves systematic and continuous process of listening and understanding. When a gap occurs in listening and understanding process, problem arises. Thus, effective communication plays a vital role in solving all these problems and smooth functioning of the organization. In this course, the focus will be on improving LSRW skills, i.e. listening, speaking, reading and writing. Students will learn how to write and 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. Students get familiar to office correspondence. 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. They will be capable of carrying fantastic presentations,

in any place, at any time, and well prepared for Group discussions and interviews. . 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: 1 lecture hour**

Introduction to Business Communication-II

- Introduction to Business Communication
- Demonstrate a clear understanding of the concepts related to Business Communication & business correspondence.

### **Unit II: 7 lecture hours**

Basics of Business Correspondence, Formats of Letters and Email Writing

- Prerequisites of paragraph writing, inductive and deductive methods of developing a Paragraph
- How to draft an effective letter?
- Sample letters.
- Request letter, Order letter, Persuasive letter, Routine letters, Good and bad news letter.
- Email writing & Netiquette.

### **Unit III: 2 lecture hours**

Proposal Writing

- How to draft an effective Proposal?
- Preparing Effective business proposal (Planning steps, organizing content, and drafting, beginning & ending. Proof – reading & final editing)

### **Unit IV: 4 lecture hours**

Report Writing

- How to draft a good Formal Business Report?
- Preparing Effective business report (Planning steps, organizing content, and drafting, beginning & ending. Proof – reading & final editing)

### **Unit V: 2 lecture hours**

Referencing styles & Bibliography

- Citation and referencing styles (MLA and APA)

### **Unit VI: 8 lecture hours**

Employability related Communication

- Effective presentation skills.
- Group Presentations (Organizational communication)
- Mock interviews
- Mock Group discussion

**Online sessions - 12**

**Text Books**

### **Foreign Context:**

1. Bovee, C.L., Thill, J.V., & Schatzman, B.E. (2003). *Business communication today*. (7<sup>th</sup> ed.). [Upper Saddle River, N. J.] : Delhi: Prentice.
2. Mary E G., Rogin, P. & Rhodes, K. (2003). *Business communication: process and product*. Nelson Thomson Learning.

### **Indian Context:**

1. Sinha, K.K. (2012). *Fundamentals of business communication*. New Delhi: Taxmann Publication Pvt. Ltd.
2. Raman, M. & Singh, P. (2006). *Business communication*. Oxford University Press.

### **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.
5. *101 Great Resumes*. 5th Jaico Impression. (2008). New Delhi: Jaico Publishing House.
6. Krannich, C.R. & Krannich, R.L. (2003). *Nail the Job interview! 101 Dynamite Answers to Interview Questions*. (5th ed.). USA: Impact Publications.
7. Chaturvedi, P.D. & Chaturvedi, M. (2006) *Business communication*. New Delhi: Dorling Kindersley (India) Pvt. Ltd.
8. Lesikar, R.V & Flatley M. E. (2005) *Basic business communication skills for empowering the internet generation*. (10th ed.) New Delhi: Tata McGraw – Hill Publishing Company Ltd.
9. Murphy, A., Herta, H.W., Thomas, H. & Jane, P. (2008) *Effective business communication* (7th, ed.). New Delhi: Tata Mc Graw – Hill Publishing Company Ltd.

### **Web Sources:**

1. Schneider, L. (March 2010). “How to write a cover letter”. *About.com: Tech Careers*.. <http://jobsearchtech.about.com/od/gettingthejob/a/CoverLetter.htm>. 14
2. Doyle, A. (June 2018). “Interview Questions and Answers”. *Jobsearch.about.com*. <http://jobsearch.about.com/od/interviewquestionsanswers/a/interviewquest.htm>. 15  
June 2010

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

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

**The Evaluation process followed will be Continuous Assessment:**

Marks Distribution						
Module Description		Details of Activities	Marks Distribution	Total Marks	Deadlines (Tentative)	Total No. of Hours (Online) 12 Hrs
<b>IA-30%</b>	Quiz - I (I.A)	Introduction to Business Communication-II	20 Marks	100 Marks	January IV week	30 Min
	Discussion - I (I.A)	Nuances of Paragraph Writing	20 Marks		February II week	1 Hr
	Quiz - II (I.A)	Based on Business Correspondence	20 Marks		February III week	30 Mins
	Assignment - I (I.A)	Based on Letter Writing and Email	40 Marks		February IV week	2 Hr
<b>Mid -20%</b>	Assignment -II (Mid)	Case study based on Business Communication	30 Marks	100 Marks	March II week	2 Hrs
	Quiz - III (Mid)	Based on Proposal writing & report writing	20 Marks		March III week	30 Mins
	Assignment -III (Mid)	Based on Citation and Referencing style	30 Marks		March IV week	1 Hr
	Discussion -II (Mid)	Based on Proposal & report writing	20 Marks		March V week	1 Hr

<b>End - 50%</b>	Assignment-IV (End)	REPORT SUBMISSION – Based on the field activity and data collection done through Live Project	40 Marks	100 Marks	April II week	2 Hrs
	Discussion-III (End)	Employability related communication	20 Marks		April III week	30 Mins
	Quiz - IV (End)	Based on Citation and Referencing style	20 Marks		April IV week	30 Mins
	Quiz-V (End)	Based on Employability related communication	20 Marks		April IV week	30 Mins

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

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	Explain the concepts related to Business Communication-I.	PO 1,2, 3,4,5, 7,8,9,10
<b>CO2</b>	Apply the basics of Business Correspondence through various formats of letters and emails.	PO 1,2, 3,4,5, 7,8,9, 10, 11, 12
<b>CO3</b>	Analyze the principle of an effective business Proposal.	PO 1,2, 3,4,5, 7,8, 10
<b>CO4</b>	Integrate the concept of effective writing skills for business report.	PO 1,2, 3,4,5,6, 7,8,9,10,1,12

### Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO5	CO6
<b>PO 1</b>	1	2	3	3	1	1
<b>PO 2</b>	2	3	3	3	2	2
<b>PO 3</b>	1	2	1	3	3	3

<b>PO 4</b>	3	3	3	3	3	3
<b>PO 5</b>	1	2	1	3	3	3
<b>PO 6</b>	1	3	1	2	2	3
<b>PO 7</b>	1	2	1	3	1	2
<b>PO 8</b>	1	2	1	3	1	3
<b>PSO 9</b>	3	3	3	3	3	3
<b>PSO 10</b>	1	2	1	3	3	3
<b>PSO 11</b>	1	3	1	2	2	3
<b>PO12</b>	1	3	1	2	2	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
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		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 LSCM

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