

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

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

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

- CO1. To be familiar with the complete course outline/Course Objectives/Learning Outcomes/ Evaluation Pattern & Assignments
- CO2. To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.
- CO3. To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
- CO4. To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
- CO5. To draft effective business correspondence with brevity and clarity.
- CO6. To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
- CO7. To demonstrate his verbal and non-verbal communication ability through presentations.

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

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. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

Reference Books

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
4. C. Muralikrishna and S. Mishra (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

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

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	To be familiar with the complete course outline/Course Objectives/Learning Outcomes/ Evaluation Pattern & Assignments	-
CO2	To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering Instructions, interpreting guidelines, Discussion boards & Referencing Styles.	2,3,5

CO3	To demonstrate his ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.	4,5
CO4	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.	2,3,4
CO5	To draft effective business correspondence with brevity and clarity.	5,7,8
CO6	To stimulate their Critical thinking by designing and developing clean and lucid writing skills.	5,7,8
CO7	To demonstrate his verbal and non-verbal communication ability through presentations.	5,7,8

Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 7
PO 1	3	3	3	2	2	3	2
PO 2	3	3	3	2	3	3	1
PO 3	3	3	3	2	3	3	1
PO 4	3	1	1	3	1	2	3
PO 5	2	2	1	3	2	1	3
PO 6	2	2	2	2	2	1	3
PO 7	3	3	1	2	1	1	3
PO 8	3	3	3	3	3	2	2

			Students will demonstrate strong conceptual knowledge of management & its functional areas.	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 be able to evaluate the legal, social and economic environments of business.	Students will be able to describe the global environment of business.	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.	Students will be able to apply decision-support tools to business decision making.	Students will be able to apply knowledge of business concepts and functions in an integrated manner.
HUMN 1001	Business Communication I	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	
		3	3	3	2	2	2	2	3	

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