

HUMN 1002	Business Communication - II	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:

- 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. Describe the concepts related to Business Communication-I.
CO2 Implement the basics of Business Correspondence through various formats of letters and emails.
CO3. Prepare an effective business Proposal.
CO4. Demonstrate effective writing skills for business report.
CO5. Demonstrate effective Presentation skills.
CO6. Participate actively in Group Discussions and Personal Interviews by offering insightful inputs.

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

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. For Referencing / Bibliography, refer **Business Communication Today – Bovee, Thill & Schatzman (Appendix II, pg A25).**
2. **Business Communication Process & Product – Mary E Guffy.**

Indian Context:

1. **Business Communication – K. K Sinha**
2. **Business Communication – Meenakshi Raman & Prakash Singh**

Reference Books

1. *101 Great Resumes*. 5th Jaico Impression. (2008). New Delhi: Jaico Publishing House.
2. Krannich, Caryl Rae & Krannich, Ronald L.. (2003). *Nail the Job interview!*
101 Dynamite Answers to Interview Questions. (5th ed.). United States of America: Impact Publications.
3. Chaturvedi, P.D. & Chaturvedi, Mukesh. *Business Communication*. (2006) New Delhi: Dorling Kindersley (India) Pvt. Ltd..
4. Lesikar, Raymond V & Flatley Marie E. (2005) *Basic Business Communication Skills for Empowering The Internet Generation*. (10th ed.) New Delhi: Tata McGraw – Hill Publishing Company Ltd..
5. Murphy, A. Herta; Hildebrandt, W. Herbert; Thomas, P. Jane. (2008) *Effective Business Communication* (7th, ed.). New Delhi: Tata Mc Graw – Hill Publishing Company Company Ltd.

Web Sources:

1. Schneider, Laura. "How To Write A Cover Letter". *About.com: Tech Careers*. 25 Mar 2010. <http://jobsearchtech.about.com/od/gettingthejob/a/CoverLetter.htm>. 14 June. 2010.
2. "Interview Techniques". *CV tips.com*. 20 Mar 2010. <http://www.cvtips.com/interview/technical-interview-mistakes-to-avoid.html>. 14 June. 2010.
3. "Types-of-interviews". *cv tips.com*. 20 Mar 2010. <http://www.cvtips.com/interview/types-of-interviews-behavioural.html>. 15 June. 2010.
4. "6-Step Checklist to a Great Interview". *CV tips.com*. 20 Mar 2010. <http://www.cvtips.com/interview/6-step-checklist-to-a-great-interview.html>. 10 June 2010.

5. "Interview body language". *CV tips.com*. 20 Mar 2010.
<http://www.cvtips.com/interview/interview-body-language.html>. 15 May 2010.
6. "Interview: Closing on a good note". *CV tips.com*. 20 Mar 2010.
<http://www.cvtips.com/interview/interview-closing-on-a-good-note.html>. 20 May 2010.
7. Doyle, Alison, "Interview Questions and Answers". *Jobsearch.about.com*. 15 June 2010.
<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

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

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Describe the concepts related to Business Communication-I.	PO 1, 2,3, 4, 8,
CO2	Implement the basics of Business Correspondence through various formats of letters and emails.	PO 2,3,4,8,7,8
CO3	Prepare an effective business Proposal.	PO 3,4,6,8, 7
CO4	Demonstrate effective writing skills for business report.	PO 4,5,6,7,8
CO 5	Demonstrate effective Presentation skills.	PO 1,2,3,5,7,8
CO 6	Participate actively in Group Discussions and Personal Interviews by offering insightful inputs.	PO 1,2,4,6,8

Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
PO 1	3	3	3	2	2	1
PO 2	3	3	3	2	2	1
PO 3	3	3	3	2	1	1
PO 4	3	1	1	3	1	2
PO 5	2	2	1	3	2	2
PO 6	2	2	2	2	2	2
PO 7	3	3	1	2	2	2
PO 8	3	3	3	3	1	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 1002	Business Communication II	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**