

SEMESTER - 1

BUSINESS COMMUNICATION AND REPORT WRITING [BML-103]

INTRODUCTION

This course is designed to give more emphasis on improving and developing the presentation and communication skills of the students. They are expected to develop and improve their verbal and non-verbal communication capabilities.

OBJECTIVE

To provide the students with theoretical and practical knowledge of verbal and non-verbal presentation and communication skills, enabling them to:

- learn and understand theoretical and practical approaches of managerial communication,
- learn and understand the concepts methodologies, and techniques for an effective presentation, while developing and refining their own abilities.

OUTCOMES

On completion of this course, students should be able to:

- write and speak grammatically correct English.
- develop writing and speaking skills in different business situations.
- apply the concepts to real business scenario and sharpen their business communication and problem-solving skills,

- understand the role of effective communication in business,
- understand the characteristics, process and importance of communication in business;
- identify the steps in the communication process,
- describe communication barriers and how to overcome them,
- identify some of the common sources of misunderstanding that occur in written and oral intercultural communication,
- explain the importance of speaking and listening effectively, when communicating face-to-face with people from other cultures,
- write business letters, memos and other brief messages,
- prepare business reports and feasibility reports
- prepare presentations in professional manner
- Compose their CV's and adapt interviewing skills
- understand the communication role of electronic mail and utilize the internet technologies in designing business messages,
- Play significant role in corporate meetings

INDICATIVE GRID

PART	SYLLABUS CONTENT AREA	WEIGHTAGE
A	FUNCTIONAL ENGLISH 1. English Grammar and Usage 2. Reading and Writing	20%
B	FUNDAMENTALS OF EFFECTIVE BUSINESS COMMUNICATION 3. Introduction 4. Communication in Organization 5. Oral Communication 6. Interpersonal Communication (IPC) 7. Written Communication	20%
C	CRAFTING BUSINESS MESSAGES, REPORTS, PROPOSAL AND MEMOS 8. Business Letters 9. Report Writing	25%
D	PRESENTATION SKILLS 10. Presentation Skills	20%
E	EMPLOYMENT AND GROUP COMMUNICATIONS 11. Employment Communication 12. Group Communication	15%
TOTAL		100%

Note: The weightage shown against each section indicates, study time required for the topics in that section. This weightage does not necessarily specify the number of marks to be allocated to that section in the examination.

CONTENTS

PART - A FUNCTIONAL ENGLISH

- 1. English Grammar and Usage**
 - Structure of a sentence, correct use of articles, parts of speech; direct and indirect speech, use of phrases
 - Use of auxiliaries (can, could, shall, will, should, would), prepositions; tenses; active and passive; punctuation, vocabulary.
- 2. Reading and Writing**
 - Reading and comprehension of paragraphs,
 - Writing essays and précis

PART - B FUNDAMENTALS OF EFFECTIVE BUSINESS COMMUNICATION

- 3. Introduction**
 - Role of Communication
 - Defining and Classifying Communication
 - Purpose of Communication
 - Process of Communication
 - Components of Communication
 - Characteristics of Successful Communication
 - Barriers to Communication
- 4. Communication in Organization**
 - Communication structure
 - Formal Communication network

- Informal communication network
- Importance of communication in management
- cultural and Cross-cultural communication

5. Oral Communication

- What is oral Communication
- Principles of successful oral communication
- What is conversation control
- Two sides of effective oral communication
- Effective listening
- Non – verbal communication
- Emotional Intelligence

6. Interpersonal Communication (IPC)

- Definitions of IPC
- Purposes of IPC

7. Written Communication

- Purpose of writing
- Principles of effective writing: Seven C's of effective communication
- Organizational Plans
- Steps of Writing Process: The 3X3 Writing Process
- Business communication: Pre writing – Writing – Revising – Specific writing- Features – Coherence – Electronic Writing Process.

PART - C

CRAFTING BUSINESS MESSAGES, REPORTS, PROPOSAL AND MEMOS

8. Business Letters

- Introduction to Business Letters
- Formats of Letters
- Writing Routine and Persuasive Letters
- Positive and Negative Messages
- Writing CVs

- Writing Memos
- Circulars

9. Report Writing

- Objectives of Reports
- Kinds of Business Reports
- Parts of Reports
- Long Reports & Short Report
- Preparing proposals and Feasibility Report
- Formal & Informal Report
- Informational & Analytical Letter Report

PART - D

PRESENTATION SKILLS

10. Presentation Skills

- What is a Presentation
- Elements of Presentation
- Designing a Presentation
- Advanced Visual Support for Business Presentation
- Types of Visual Aids

PART - E

EMPLOYMENT AND GROUP COMMUNICATIONS

11. Employment Communication

- Introduction
- Group Discussions
- Interview types
- Job Interview
- Interviewing skills

12. Group Communication

- Meetings: Planning, Objectives, Participants, Timing, Venue, Lead
- Preparation of Agenda, Notice and Minutes of Meetings

Note: The class room activities should be designed to give students the maximum chance to get proficiency in communication and presentation skills. They should be encouraged to take part in group discussions, mock interview, holding meetings and other class room presentations. They should be taught to make effective and accurate use of audio and visual aids. They should learn the use of non verbal cues in an effective way.

TEACHING METHODOLOGY: The faculty is advised to teach the topics in the mode of case studies based on knowledge and application with practical approach.

RECOMMENDED BOOKS

CORE READINGS		
TITLE	AUTHOR	PUBLISHER
High School English Grammar & Composition	P.C. Wren/H.Martin	S. Chand & Company Ltd.
Excellence in Business Communication	John V Thill / Courtland L Bovee	Prentice Hall / Pearson / Financial Times
Letter Writing Made Easy	Margaret MoCarthy	Santa Monica Press
ADDITIONAL READINGS		
Model Business Letters	L. Gartside / Shirley Taylor	Prentice Hall / Pearson / Financial Times
Understanding and Using English Grammar	Betty Schramfer Azar	Pearson Longman ESL, St. Laurent, Quebec Canada – H4S 1R3
Communication for Business (A Practical Approach)	Shirley Taylor	Longmen
Effective Business Communication	Herta A. Murphy / Herbert W. Hildebrant / Jane P. Thomas	McGraw-Hill