



FIRST SEMESTER 2021-2022
Course Handout Part II

Date: 20-08-2021

In addition to part-I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. : GS F221
Course Title : Business Communication
Instructor-in-Charge : Dr. Aruna Lolla

Scope and Objective of the Course:

The main objective of the course is to enhance students' communication skills, both oral and written, required for various managerial activities such as conducting and participating in interviews, discussing in groups, presenting in teams, speaking in public, giving instructions, conducting meetings, etc.

Textbooks:

1. Raman, Meenakshi and Prakash Singh. 2006. Business communication. New Delhi: Oxford University Press

Reference books

1. Ober Scot.2004. Contemporary Business Communication. Fifth Edition. Delhi: Biztantra
2. Lesikar and Flatley. 2005. Basic Business Communication. Tenth Edition. New Delhi: Tata McGraw Hill.
3. Bovee Courtland, L. et. al. 2003. Business Communication Today. Ninth Edition. Delhi: Pearson Education.
4. Chaturvedi P.D. and Mukesh Chaturvedi.2004. Business Communication: Concepts, Cases and Applications. Delhi: Pearson Education

Course Plan:

Lecture No.	Learning objectives	Topics to be covered	Chapter in the Text Book
1-2	Comprehend the principles of Communication..	Managerial Communication –National and International Contexts	Ch 1
3	Discuss the significance and use effective non-verbal communication	Non-verbal communication	Ch.2
4-6	Apply strategies of effective listening	Effective listening	Ch 3 Reading Assignment
7-12	Prepare and carry out	Business presentations and public	Ch 4



	individual presentations	speaking	
13-16	Analyze the underlying principles of interpersonal communication and participate in interviews	Interpersonal Communication and Interview Skills	Ch 5 and 7(Class Work)
17-18	Develop a perspective on Corporate Communication	Business correspondence	Ch. 8 Reading Assignment
19-20	Understanding the functions of meeting and conferences	Meetings and conferences	Ch 11
21-23	Develop the skills of group discussion	Group Communication : Group discussions	Ch 12
24-32	Take part in team presentations	Team presentations	Ch.12
33-42	Develop the required skills	Advertising, conflict management, negotiation	Ch 14 Reading Assignment

Evaluation Scheme:

Component	Duration (Minutes)	Weightage (%)	Date & Time	Nature of Component
Assignments	NA	30 (15+15)	TBA	Take home/ quiz or Presentations /Group Discussions
Mid Semester Exam	90	30	22/10/2021 3.30 - 5.00PM	Open Book
Comprehensive Exam	120	40	24/12 FN	Open Book

Chamber Consultation Hour: A Google Meet link along with consultation hours will be shared on the CMS

Notices: Notices, if any, will be displayed on CMS.

Make-up Policy: Make-up shall be granted only in genuine cases based on individual's need, circumstances.

Academic Honesty and Integrity Policy: Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

Aruna Lolla
INSTRUCTOR-IN-CHARGE

