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**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:**

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| --- | --- | --- | --- |
| **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 individual presentations | Business presentations and public speaking | Ch 4 |
| 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:**

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| --- | --- | --- | --- | --- |
| **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**