SILVER OAK UNIVERSITY

School of Technology, Design and Computer Application
Silver Oak College of Computer Application
Bachelor of Science Computer Science & Information Technology
Course Name: Business Communication
Course Code: 3040003264
Semester: 4th

Prerequisite: Business communication is a clear understanding of professional etiquette, effective messaging, and strong interpersonal skills.

Course Objective: Business Communication is a fundamental skill required for success in today's professional world. This course aims to equip students with the necessary knowledge and practical skills to effectively communicate in various business contexts.

Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
2	0	0	2	2

Contents:

Unit No.	Course Contents	Teaching Hours	% Weightage
1	**Foundations of Business Communication** Understanding the importance of effective communication in business, Overview of communication process: sender, message, medium, receiver, feedback, Types of communication in business: verbal, non-verbal, written, and digital, Barriers to effective communication and strategies for overcoming them, Case studies and real-world examples illustrating the impact of communication in business.	6	22
2	**Written Communication in Business** Principles of professional writing: clarity, conciseness, coherence, and correctness, Business correspondence: emails, memos, letters, and reports, Crafting effective business documents: purpose, audience analysis, and structure, Email etiquette and best practices for business communication, Proofreading and editing techniques for error-free communication.	7	25
3	**Verbal Communication and Presentation Skills** Essentials of effective verbal communication: clarity, tone, and active listening, Techniques for delivering impactful presentations: structuring content, visual aids, and storytelling, Overcoming stage fright and building confidence in public speaking, Handling Q&A sessions and engaging with the audience, Role-playing exercises and mock presentations for skill development.	7	25

4	**Interpersonal Communication and Negotiation** Building strong interpersonal relationships in the workplace, Active listening and empathetic communication, Conflict resolution strategies and negotiation techniques, Understanding cultural differences in communication, Case studies and simulations to practice effective interpersonal communication and negotiation.	8	28

Course Outcome:

Sr. No.	CO-Statement	Unit No
CO-1	Understand the importance of effective communication in business, the communication process.	1
CO-2	Understand email etiquette and best practices for business communication, along with proofreading and editing techniques for error-free communication.	2
CO-3	Understand the essentials of effective verbal communication, including clarity, tone, and active listening. Learn techniques for delivering impactful presentations.	3
CO-4	Understand conflict resolution strategies and negotiation techniques, while also gaining insights into cultural differences in communication.	4

Teaching & Learning Methodology:

1. Problem - based Learning
2. Design Thinking
3. Cooperative-based Learning

Major Equipment:

1. Latest PCs with related software

Books Recommended:
1. by Kitty Locker and Stephen Kaczmarek Business Communication: Building Critical Skills"
2. by Herta A. Murphy and Herbert W. Hildebrandt Effective Business Communication"

List of Open-Source Software/learning website:

1. https://www.w3schools.com
2. https://dotnet.microsoft.com/

CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	1	1	1	1							1	1	2
CO-2	3			2	3							1	1	1
CO-3	3	2			3							1	1	2
CO-4		2	1	1								1	1	1