Course Objectives 1. Students will demonstrate conceptual domain knowledge of the sector.

2. Students will apply communication-support tools to decision making in sector.

3. Students will apply conceptual knowledge of communication in sector in an integrated manner.

4. Students will demonstrate employable and deployable skills for appropriate roles in communication

Course Outcomes On completion of this course, the students will be able to

CO1. Students will demonstrate a clear understanding of the legal concepts related to communication and its importance in the concerned sector.

CO2. Students will be able to take appropriate decisions related to communication by apply strategic management knowledge.

CO3. Students will be able to analyses evolution of communication framework in media and is role in democratization process.

CO4. Students will integrate the conceptual connection between communication management and Ethics.

Description Course Content:

**Unit 1 Importance of communication skills in Business Management**.

Types of communication: the media and tools of communication.

The Communication Process.

Barriers and Gateways to communication.

Ethics. Ethical models and Theories.

Professional and Personal Ethics, Ethical Decision-Making Matrix and Model, Personal language and body language.

**Unit II: Types of communication Types of managerial speeches:**

Occasional speech; thematic speech. Para language; group discussions, meetings, seminars, and conferences.

Art of facing interviews in: selection or placement, appraisal,

Group Communication in: disciplinary committees and exit interviews.

Formats for business letters and memos: routine type; sales promotion, bill collection.

Formats for business letters and memos: disciplinary action; persuasive messages; negative messages.

**Unit III:** Ethics Job application, preparing a professional resume and cover letter, follow-up messages and letters. Internal communication through: memos, minutes, notices, circulars. Writing effective Business Reports; Digital Communication.

**Unit IV:** Types of Ethics, Theories, models PowerPoint preparation, Recruitment and Employment Correspondence Drafting the Employment Notice, Job Application Letter; Curriculum Vitae/ Resumes; Joining Interview; An offer of employment; Job Description; Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References, Business and Social Etiquette Professional conduct in a business setting: workplace hierarchy; the proper way to make introductions;

**Unit V: Verbal and Non-verbal** Communication

Use of courteous phrases and language in the workplace.

**Professional Image**: appropriate business attire, Telephone Etiquette; Table etiquette

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination

Scheme: Components Internal Mid Term ESE Total Weightage (%) 30% 20% 50% 100% Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs) CO/PO PO1 PO2 PO3 PO4 PO5 PO6 PO7 PO8 PO9 PO10 PSO1 PSO2 CO1 CO2 CO3 CO4 Average 1. WEAK 2. MODERATE 3. STRONG