

**MASTER OF COMPUTER APPLICATION****Semester: I**

Subject Code	Subject Title	Teaching Scheme					
		(Hours/Week)		Credits	Examination Marks		Total Marks
		Theory	Tutorial		Internal	External	
3050302106	Business Communication and Ethics	2	0	1	20	30	50

Duration of Exam: 1:30 Hours**Objective of the course:**

- To develop students' competence in business communication, interpersonal effectiveness, and professional ethics for real-world corporate scenarios.

Course Outcomes:

Upon completion of the course, the student shall be able to:

Sr. No.	CO statement	Marks % weightage
CO-1	Identify the principles and types of communication in a professional context.	15
CO-2	Apply effective written and oral communication strategies in business situations.	15
CO-3	Demonstrate professional ethics and values in organizational settings.	25
CO-4	Analyze and resolve ethical dilemmas and conflicts at the workplace.	25
CO-5	Create effective presentations and business documents using modern tools.	20

**Detail Content:**

Sr. No.	Topic	Total Hrs.
1	Unit 1: Fundamentals of Business Communication <ul style="list-style-type: none">• Definition, Process, Importance of Communication in Business• Types of Communication: Verbal, Non-verbal, Formal, Informal• Barriers to Effective Communication and Ways to Overcome• The 7 C's of Effective Communication• Communication Channels and Mediums• Feedback and Active Listening Techniques• Introduction to Cross-Cultural Communication	06
2	Unit 2: Business Writing and Documentation <ul style="list-style-type: none">• Principles of Business Writing: Clarity, Conciseness, Tone, and Format• Writing Business Emails, Memos, Circulars, Notices• Minutes of Meeting and Agenda Writing• Resume and Cover Letter Writing• Preparing Reports: Types (Informational, Analytical, Recommendation-based)• Job Application and Follow-up Letters• Internal Communication Tools (e.g., Slack, MS Teams)• Use of Online Writing Assistants (e.g., Grammarly, Hemingway Editor)	08
3	Unit 3: Presentation & Public Speaking Skills <ul style="list-style-type: none">• Planning and Structuring Business Presentations• Visual Aids: PPTs, Infographics, Charts, Canva Tools• Body Language, Eye Contact, Voice Modulation, and Stage Presence• Public Speaking Techniques: Persuasive and Informative Speech• Handling Questions and Interruptions Gracefully• Speaking in Virtual Meetings: Zoom/Google Meet Etiquette• Elevator Pitch and TED-style Talk Practice• Mock Presentation Sessions and Peer Feedback	08



4	Unit 4: Interpersonal Communication & Team Dynamics <ul style="list-style-type: none"> • Interpersonal Skills and Emotional Intelligence • Conflict Management Styles and Negotiation Techniques • Group Discussions: Strategy, Participation, and Evaluation • Team Building: Roles, Stages of Team Development (Tuckman's Model) • Leadership Skills in Communication: Directive vs Participative Styles • Time Management and Stress Handling in a Team • Assertiveness and Empathy in Team Communication • Role Plays, Ice-Breakers, and Group Simulation Exercises 	10
5	Unit 5: Professional Ethics & Corporate Social Responsibility (CSR) <ul style="list-style-type: none"> • Definition and Importance of Ethics in Business • Corporate Governance and Ethical Code of Conduct • Workplace Ethics: Privacy, Harassment, Discrimination • Ethical Decision-Making Models (Utilitarian, Rights, Justice Approach) • Case Studies on Ethical Dilemmas • Corporate Social Responsibility (CSR) in India • Whistle-blowing and Ethical Leadership • Role of IT in Ethical Practices (e.g., Data Privacy, AI Bias) 	08

CO-PO Mapping Matrix with Bloom's Levels

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	-	-	-	2	-	2	-	3	-	-
CO2	3	2	2	-	2	-	-	1	1	3	-	-
CO3	2	-	2	-	2	-	-	2	1	3	-	-
CO4	2	2	-	1	-	-	-	2	3	3	2	2
CO5	2	-	-	-	-	3	2	3	-	2	-	2

Scale: 3 = Strong, 2 = Moderate, 1 = Slight, - = No relation



Text books:

- 1. Effective Business Communication** – Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas – McGraw-Hill Education – 7th Edition (2010)
- 2. Business Ethics: Concepts and Cases** – Manuel G. Velasquez – Pearson Education – Latest Edition
- 3. Communication Skills** – Sanjay Kumar, Pushp Lata – Oxford University Press – 2018 Edition
