

Shri G.S. Institute of Technology and Science, Indore
Department of Humanities and Social Sciences
Agenda for Meeting of Board of Studies

Date: 11/07/2020

The meeting of Board of Studies of the Department of Humanities and Social Sciences is convened on 11th July 2020 at 12:00 P.M. online through zoom (the link has already been shared with all concerned). All the members of the B.O.S. are requested to participate in the same. The agenda of the meeting is as follows:

Item 1. Minor changes (less than 10%) are proposed in the following subjects:

1. HUA1105 “Business Communication” (Old and New syllabi are enclosed)

Item 2. Change of syllabus scheme:

1. Assessment Marks for subject HU10700 “Universal Human Values” to be shifted from Sessional Work (SW) to Class Work (CW)
2. For open category Courses (Basics of Entrepreneurship, Advances Entrepreneurship and French language) the teaching sessions to be change from “2 Tutorial +2 Practical” to three tutorial only.

Item 3. Any other item with permission of the Chair.

To,

Dr. P K Ghosh, Subject Expert (Humanities and Economics)

Dr. Gyan Prakash, Subject Expert (Humanities and Economics)

Dr. S Guha, Subject Expert (English)

Dr. Nivedita Maitra Subject Expert (English)

Other members of the BOS

(Dr. Avdhesh Dalpati)

Chairman, B.O.S., Deptt. of H.S.S.

DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES
MBA Ist SEM
HUA1105 BUSINESS COMMUNICATION (OLD 2019-20)

HOURS PER WEEK			CREDITS		MAXIMUM MARKS				
L	T	P	Th	Pr	THEORY		PRACTICAL		TOTAL MARKS
					CW	END SEM	SW	END SEM	
3	-	-	3	-	30	70	-	-	100

COURSE OBJECTIVES:

1. To provide students with the skills and knowledge of communication in business environment.
2. To develop an understanding of the theory of communication in the business context.
3. To apply these principles to effective business writing.
4. To inculcate persuasive and appropriate verbal and non verbal communication, and interpersonal skills across teams and cultures.

COURSE OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. To communicate effectively in a corporate setting and otherwise
2. To overcome the varied obstructions to communication and be an adept listener
3. To display effective interpersonal communication, maintaining the decorum of the setting
4. To have hands-on writing business letters and expertise in drafting technical documents
5. To deliver effective presentations in professional environment, tackle group discussions and face interviews

COURSE CONTENTS:

UNIT I. Basics of Communication:

Defining Communication, Process of Communication, Objectives of Communication, Communication Model. Principles of Effective Communication, Difference between Business and General Communication, and Importance of Feedback. Introduction to Corporate Communication. Channels and Types of Communication: Verbal, Non-verbal, Formal, Informal, Internal, External and Communication Networks.

UNIT II Factors Affecting Communication:

Barriers to Effective Communication: Physical, Organizational, Psychological and Socio-cultural Barriers and ways to overcome them. Effective Listening: Importance of Listening. Types and Essentials of effective listening. Barriers to Effective Listening. Developing Listening Skills.

UNIT III Interpersonal Communication:

Understanding Communication through Transactional Analysis. Contemporary Trends: Technology enabled Communication, Online etiquette, Cell phone etiquette, Ethics in Business communication, Meeting Etiquette.

UNIT IV. Mechanism of Business Writing:

Basic patterns of Business Letters. Approaches to writing-Direct, Indirect and Persuasive Styles. Cover Letters, Résumés, Applications, Sales and Credit Letters. Reports and Proposals, Drafting e-mails and Memos.

UNIT V Presentation Strategies:

Techniques of Oral Presentations, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium. Public speaking. Communication approaches during Interviews. Group Discussion.

ASSESSMENT: Through End-Sem. Theory Exam, Theory sessionals, Mid-Sem Tests, Assignments, quizzes, and presentations.

BOOKS RECOMMENDED:

1. Chaturvedi, P.D. *Business Communication Concepts Cases and Application*. New Delhi: Pearson Edu., 2010.
2. Raman, M. and P. Singh. *Business Communication*. New Delhi: Oxford University Press, 2012.

REFERENCES RECOMMENDED:

1. Lehman. *Business Communication*. New Delhi: Cengage publication, 2012.
2. Nawal. *Business Communication*. New Delhi: Cengage publication, 2012.
3. Pal, Rajendra. *Essentials of Business Communication*. New Delhi: Sultan Chand, 2010.
4. Rai and Rai. *Business Communication*. New Delhi: Himalaya publication, 2014.
5. Sharma, R.C and Krishna Mohan. *Business correspondence and report writing*. New Delhi: Tata Mc Hills, 2010.
6. Sinha, K. K. *Business communication*. New Delhi: Galgotia publication, 2010.

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