

**DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES**  
**HUA1105 BUSINESS**  
**COMMUNICATION**  
**MBA Ist SEM**

Marks (L/P)		TOTAL	L	T	P	Credits		Total Credits
CW/SW/P	END					T	P	
30/20/30	70	150	3	--	2	2	1	03

**COURSE OBJECTIVES:**

The objective of the course is to provide students with the skills and knowledge of communication in business environment. There is a strong focus on understanding the theory of communication in the business context and its application to effective business writing at a high level, 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:

CO1: communicate effectively in a corporate setting and otherwise

CO2: overcome the varied obstructions to communication and be an adept listener

CO3: display effective interpersonal communication, maintaining the decorum of the setting

CO4: have hands-on writing business letters and expertise in drafting technical documents

CO5: deliver effective presentations in professional environment, tackle group discussions and face interviews

**COURSE CONTENTS:**

**1. 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.

**2. 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.

**3. Interpersonal Communication:**

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

**4. 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.

## 5. 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 Discussions.

**Practicals:** Group Discussion □ Role plays. □ Case analyses, □ Presentation. Comprehension skills based on reading and listening using audio-visual media.

## TEXT READINGS:

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.

## SUGGESTED READINGS:

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.

