



Semester: I		
Course name: BUSINESS COMMUNICATION - 1		
Code: A1BC230111T		
Course Credits: 2		
Pedagogy: Classrooms lecture, Case studies, Group discussion & Seminar.		
Course Description: Business Communication will provide students with communication principals, concepts and techniques which are essential components for effective organisational behaviour in oral and written communication situations. Communication strategies utilizing principles of Psychology and appropriate methodology will be emphasized		
Learning Objectives: The course aims to help learners to acquire conceptual knowledge of; LO1. Spoken and verbal English for oral communication. LO2. Improved and enhanced methods and techniques of writing English.		
Course Outcomes: On successful completion of the course, students will be able to: CO1. Develop competent communication skills verbally and oral representation. CO2. Learn Methods of Analytical and Authentic techniques of writing enhanced communicative, commercial English.		
Unit (No. and Name)	Details	No. of classes
1. Nature and process	Definition of business communication, types of communication, formal and informal, verbal and non-verbal, obstacles and barriers to communication.	2
2. Oral practices	Conversational and commercial English, dialogue writing, presenting speeches in meetings, seminars .	3
3. Commercial writing	Writing of minutes, circulars, resume (bio-data), reports (commercial and journalistic).	4
4. Commercial writing	Writing of application, appointment , adjustment, resignation, order and cancellation of order, complaints	5
Practical exercises/skill development activities:		
Suggested readings/references: 1. English Grammar and Composition by Wren and Martin. 2. Secretarial Practice by S. Sen Gupta. 3. Commercial English by K.K. Sinha. 4. English Rhetoric by M Chakraborty. 5. Business Communication (Skills, Concepts And Applications) By P. D. Chaturbedi And Mukesh Chaturbedi.		