

IMEV1003 BUSINESS COMMUNICATION (3-0-0)

Course Objectives:

1. To familiarize the learners with different formats of organizational communication
2. To infuse the correct practices and strategies of effective business writing and business presentation.
3. To put in use the basic mechanics of grammar, usage, and punctuation.
4. To impart instructions for preparing impressive Resumes.
5. To make the students ready for effective Group Discussions and impressive performance in job interviews.

Module-I: Writing Letters, Memos,E-mail:

- **The Writing Process;** Guidelines for composing effective messages;
- **Business Letter:** Parts of a Business Letter; Formats for typing a business letter; Writing routine, good-news & bad-news messages; Writing persuasive messages.
- **Business Memo;**
- **Effective e-mail writing;** Rules of Netiquette.
- **Business Report:** Features of a good business report. Formats- Printed form, Memo, Letter, manuscript; Structure of a short Formal Report. Steps in planning and preparing a business report.

Module-II: Designing & Delivering OralPresentations:

- **Presentations:** Planning, Preparing, Practicing, and delivering oral presentations; Enhancing oral presentations with Visual aids; Overcoming Stage Fright; Importance of body language during presentations; Question-Answer session after the presentation.
- **Meetings:** Preparing a notice-cum-agenda; Chairperson's role; Other role functions in a meeting; Content of the minutes of a meeting.
- **Cross cultural communication:** Technology in use - Video conferencing - Google Meet - Teams – Zoom: Arranging meetings.
Social Media - Artificial Intelligence & Communication prompts.

Module-III: Writing employment messages and taking part in GD & Interviews:

- **Preparing resumes and Job application letters;** Resume: Parts of a Resume- Resume Styles: Chronological, Functional, and Chrono- Functional- Resume Design- Job Application letter.
- **Group discussion:** Types; How to prepare for GD; Parameters of Evaluation; Role Functions in GD; Non-functional Behaviour Patterns in GD; Guidelines for Effective Group Discussions.
- **Interviews:** Types by purpose; 3 stages of an interview; how to prepare for an interview; how to answer FAQs; Following up with a letter of thanks.

Course Outcomes:

After completing the course, the students will be able to:

- CO-1: Distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as an organizational process.
- CO-2: Develop awareness of Techniques of active Listening and fluent speaking.
- CO-3: Apply the reading strategies of Skimming, Scanning, and Inferring in the comprehension of the reading texts of various types.
- CO-4: Demonstrate the ability to compose reasonably error-free business correspondence with brevity and clarity.
- CO-5: Apply Creative thinking as well as critical thinking in preparing his/her resume, in writing Reports, and in taking part in Group Discussions, and in designing PPTs for presentation.
- CO-6: Use appropriate communication skills in multicultural contexts, in social media, in web meetings, and in web browsing.

Books:

1. Business Communication Today – Bovee, Thill, Schatzman
2. Business Communication, Meenakshi Raman & Prakash Singh, Oxford
3. Business Communication- concepts, cases & applications, Chaturvedi & Chaturvedi, Pearson
4. Communication for Management, Urmila Rai and S M Rai, HPH
5. Business and Managerial Communication, Sengupta, PHI
5. Business Communication for Managers, P. Mehra, Pearson
6. BCOM- Business Communication, Lehman, Sinha, Cengage