

KU1DSCBBA103: BUSINESS COMMUNICATION

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA103	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description: The course aims at making concrete efforts to prioritise the importance of communications skills in Business. It also provides framework on how communication shapes organisational culture and aids decision making.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To provide an overview of the basic concepts, process, types and importance of communication	U
2	To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener	A
3	To develop proficiency in oral and written communication	A
4	To help students to acquaint with application of communication skills in the Business World	A

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	CONTENTS	HOURS
1		MODULE TITLE - Introduction to business communication	15
		a) Business Communication -Meaning - Definition – Objectives	
	1	b) Features, importance and need for Business Communication	
	2	Process of communication- Elements of communication- Principles of communication - 7C's	
	3	Barriers of communication- Physical barriers, Linguistic barriers, Socio cultural barriers, Workplace barriers, Semantic barriers	
2		MODULE TITLE : Types and Channels of communication	15

	1	Types of Communication-Verbal communication, Nonverbal communication (Kinesics, Proxemics and Chronemics), Written communication, Visual communication, Audio visual communication.	
	2	Channels of Communication- Phone call - Text message- Email Video & radio- Social media,	

	MODULE TITLE: Business Letter and Business Reports		15
3	1	a)Business Letter- Meaning - need - characteristics	
		b) Importance and functions of Business Letter	
		c) Layout and Types of Business letters	
	2	a) Business Report- Characteristics and objectives	
		b) Elements of Business report	
		c) Layout and types of Business Report	

	MODULE TITLE: Communication for Employment		10
4	1	Employment and communication- Meaning - need & importance	
	2	Resume & curriculum vitae -Layout of a resume- Tips for the preparation of resume- Resume Vs curriculum vitae	
	3	Interview- Types of interview- Before ,during and after the interview- Do's and don'ts of interview	

5	Teacher Specific Module (Practicum)		20
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<i>Directions: For effective understanding and application of the concepts and to equip students with practical knowledge, teachers can use case study, role pla, seminar presentations and other appropriate method.</i>
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Essential Readings:

1. Principles and practice of Commercial Correspondence - Stephonson & James
2. Organisational communication : The effective management - Philip Louis V
3. Technical communication : Principles and practice - Raman, Meenakshi & Sharma and Sangeeta

Suggested Readings:

1. Ghanekar A- Communication Skills for Effective Management, Everest Publishing House Pune
2. Parson, C J and Hughes Written Communication for Business Students
3. Frailley L E Handbook of Business Letters

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100