

BBA I Year	BBA-A106		Semester-I		
	Business Communication				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	03	30

	Course Outcomes:	Mapped Program Outcomes
CO.1	To understand and recall the fundamentals of business communication	PO1, PO2
CO.2	Apply key communication concepts to manage business.	PO1, PO2, PO3, PO4
CO.3	Demonstrate professional speaking, reading, and writing skills required to communicate in a business.	PO1, PO2, PO4, PO7
CO.4	Recall and apply modern business communication tools to be effective and efficient in business governance .	PO1, PO2, PO3, PO4 PO5 PO7
CO.5	Design his authentic communication style to create impact in the business worlds.	PO4 PO5 PO7

- Basic forms of Communication, Communication models and processes, Audience analysis, Development of positive personal attitudes – SWOT analysis, Whole communication. **(8 Hours)**
- Principles of Effective Communication, formal and informal Communication, Grapevine, Miscommunication (Barriers), Group Discussions, Seminars, Effective listening. **(8 Hours)**
- Writing Skills –Business letter format, Request and Reply letters; Good news and Bad news letters; Persuasive letters, Office memorandum, Business report preparation. **(8 Hours)**
- Oral Presentation – Principles of Oral presentation, factors affecting presentation, Sales presentation, speeches to motivate, Effective presentation skills, Interviewing Skills – appearing in interviews, Conducting Interviews, Writing resume and letter of application. **(6 Hours)**

SUGGESTED READINGS:

1. Kaul A (2018), *Effective Business Communication*. PHI, New Delhi.
2. Baugh, Frrayer & Thomas, *How to write first class Business Correspondence*. MacGraw Hills, New Delhi.
3. Borg J. (2009), *Body Language (7 easy lessons to master the silent language)*. Pearson Education, New Delhi.
4. Chaturvedi, P D & Chaturvedi, M. (2011) *Business Communication (Concepts, Cases and Applications)*, Pearson Education, New Delhi.
5. Chaturvedi, P D & Chaturvedi, M. (2018), *Art And Science Of Business Communication*, Pearson Education, New Delhi.
6. Hudson, R.H. (2006) *Business Communication*; 5th Edition. Jaico Publishing House, Mumbai.
7. Kitty Locker & Kaczmarek (2013), *Business Communication, Building Critical Skills* McGraw Hill, New Delhi.
8. Krishna Mohan & Meera Banerji (2017), *Developing Communication Skills*. Macmillan India Ltd, New Delhi.
9. Quintanilla , K.M. and Wahl, S.T. (2021). *Business and Professional Communication: KEYS for Workplace Excellence*. USA: Sage.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

