



**Business Communication  
Managerial Communication  
[Core Course]**

**Semester: III**

**\*Credits: 04**

**Subject Code: C32106**

**Lectures: 48**

**Course Outcomes:**

**At the end of this course, the learner will be able to:**

- Relate and describe the core concepts and communication models
- Recognize the importance of working of on the channels of Communication
- Express and demonstrate the various types of oral Communication
- Demonstrate the skills of Writing as a requisite for Business Correspondence

**Unit 1: Introduction to Business Communication**

**10**

- Business Communication
  - Meaning, Definition, Objectives, Importance
  - Elements of Communication
  - Communication Process
  - Principles of Effective Communication
  - Barriers to Communication and Overcoming Barriers
- Communication Models:
  - Shannon Weaver Model
  - Interactive Model
  - Intermediary Model
  - Transactional Model
- Case Studies

**Unit 2: Channels of Communication**

**10**

- Introduction, Working of Communication Channel
- Importance of Communication Channel
- Formal Communication:
  - Meaning, Importance, Advantages, Disadvantages
  - Downward Communication
  - Upward Communication
  - Horizontal Communication
  - Diagonal Communication
- Informal Communication:
  - Meaning, importance, Advantages, Disadvantages
- Non-Verbal Communication:
  - Meaning, Attributes, Advantages, Disadvantages
  - Types
- Case Studies

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### Unit 3: Oral Communication

14

- Oral Communication
  - Meaning, Importance, advantages and Disadvantages
- Types:
  - Public Speaking, Speeches and Presentation
  - Group Discussion
  - Interpersonal and Interview Skills
  - Meeting
- Case Studies

### Unit 4: Written Communication

14

- Written Communication:
  - Meaning, Importance, Advantages and Disadvantages
- Types:
  - Business Correspondence
  - Business Reports (Voluntary or Authorized; Routine or Special; Internal or External; Short or Long; Informational or Analytical)
  - Notice, Agenda, Minutes and Resolution
  - Internal Communication: Memos and Circulars
- Case Studies

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

\*01 credit to be evaluated as a Skill-based Component

#### Recommended Basic Reading:

- Apana Gupta and S.M. Gupta. *Effective Business Communication*, Viva Books Private Ltd; New Delhi; 2016.
- Urmila Rai and S.M. Rai. *Business Communication*, Himalaya Publishing House, Mumbai; 2013.
- Uma Bhushan. *Introduction to Business Communication*, Jaico Publishing House: Mumbai; 2012.

#### Recommended Reference Books:

- Courtland. L. Bovee, John. V. Thill. *Business Communication Today*. Pearson: New York; 2021.
- Sanjay Gupta. *Business Communication*. SBPD Publications: Agra; 2019.
- R. K Madhukar. *Business Communication*. Vikas Publishing house Pvt Ltd.: Noida; 2018.
- Kelly M Quintanilla Shawn T. Whal. *Business and Professional Communication*,

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*Keys for workplace.* Sage Publication:: Singapore; 2017.

- Lesikar Raymond. *Business Communication: Connecting in a Digital World*. McGraw Hill Education India: New Delhi; 2015.
- Mary Ellen, Dana Loewy. *Essentials of Business Communication*. South – Western Cengage Learning: Mason USA; 2013.
- R.C. Sharma. *Business Correspondence & Report Writing*. Tata McGraw Hill Publication: New Delhi; 2020.
- Dr. R. K. Chopra. *Business Correspondence*. Himalaya Publishing House: Mumbai; 2017.

#### Websites:

- <https://www.academia.edu/6386200/>

#### E resources:

- <https://manoa.hawaii.edu/assessment/resources/youtube-oral-presentation-skills/>
- <https://nlist.inflibnet.ac.in/>
- <https://search.ebscohost.com/>

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**Business Communication  
Business Correspondence**

**[Core Course]**

**Semester: IV**

**\*Credits: 04**

**Subject Code: C42106**

**Lectures: 48**

**Course Outcomes:**

**At the end of this course, the learner will be able to:**

- Express and practice the listening process in Business Communication
- Identify the importance of etiquettes in Business Communication
- Recognize and practice the requirements of Business Correspondence
- Apply and appraise the changing trends in the field of Business Communication

**Unit 1: Listening Skills**

**12**

- Listening:
  - Meaning, Definition, Importance
- Process of Listening
- Types of Listening
- Advantages of Listening
- Benefits of better Listening for Leaders and Teams
- Types of Listeners
- Barriers to Listening and Overcoming Barriers to Listening
- Case Studies

**Unit 2: Business Etiquettes**

**10**

- Business Etiquettes:
  - Meaning and Importance
- Types of Business Etiquettes:
  - Telephonic Etiquettes
  - Dining Etiquettes
  - Office Etiquettes
  - Meeting Etiquettes
  - Netiquettes
- Case Studies

**Unit 3: Effective Writing Skills**

**12**

- Business Writing
  - Meaning
  - Purpose of Writing

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- Principles of Effective Writing
- Employment Communication
  - Resume Writing
  - Cover Letter
  - Job Application Letter
- Corporate Communication
  - Call Letter
  - Appointment Letter
  - Termination Letter

#### Unit 4: Recent Trends in Communication

14

- Internet: Email, Merits and demerits
- Websites, Social Media Network (Twitter, Face book, LinkedIn, You-tube, WhatsApp)
- Google Doc, Google Form, Google Sheet, Google Slide, Google Class Room, Online Conference
- Video conferencing, Meeting through Zoom App, Google meet App, Cisco WebEx meeting App, Podcast communication

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- Urmila Rai, S.M Rai; *Business Communication*, Himalaya Publishing House, Mumbai, 2013.
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Cengage Learning: Mason USA; 2013.

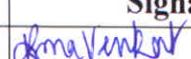
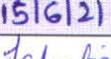
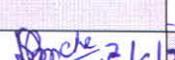
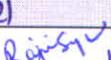
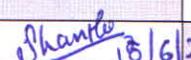
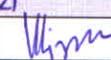
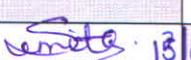
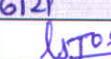
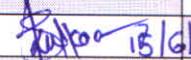
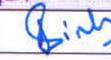
- R.C. Sharma. *Business Correspondence and Report Writing*. Tata McGraw Hill Publication: New Delhi; 2020.
- Dr. R. K. Chopra. *Business Correspondence*. Himalaya Publishing House: Mumbai; 2017.

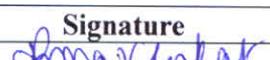
#### Websites:

- [https://www.researchgate.net/publication/309293240\\_Teaching\\_Listening\\_Skills](https://www.researchgate.net/publication/309293240_Teaching_Listening_Skills)

#### E-Resources:

- <https://businessculture.org/blog/2013/09/18/how-to-use-social-media-for-business/>
- <https://nlist.inflibnet.ac.in/>
- <https://search.ebscohost.com/>

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Subject Expert (Outside SPPU)	Prof. Sumita Joshi	 13/6/21
VC Nominee	Dr. Shubhangi Joshi	 13/6/21
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