

Medium: English

Paper: IV

Paper Title: Basics of Business Communication

Semester: I

Subject Code: ****

Year of Implementation: 2019-20

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Basics of Business Communication	04	04	00	2.5 hrs	75 Marks	25 Marks	100 Marks

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To equip students with basic knowledge and importance of effective communication in business and to improve written language in communication.
2. To develop practical English language skills for better communication.
3. To focus on grammar topics that would impact writing and speaking skills

Learner Outcomes:

1. Apply business communication strategies and principles to prepare effective communication for business situations.
2. Writing grammatically correct sentences to communicate through business letters.
3. Understanding of spoken English used in daily life and develop ability to converse in English about routine matter.

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
1	To equip students with basic knowledge and importance of effective	Theory of Communication <ul style="list-style-type: none">• Process of Communication	20	20	1	-	15

	communication in business	<ul style="list-style-type: none"> • Channels of Communication • Modes of Communication-Verbal and Non-Verbal • Barriers of Communication 					
2	To understand the importance of effective written communication in business and also improve written language by writing different letters required in business communication	<p>2.1. Theory of Letter Writing</p> <ul style="list-style-type: none"> • Language and Layout of Letters • Parts of a Letter • Requisites of Effective Business Letter Writing • E-mail writing <p>2.2. Practical Letter Writing Skills</p> <ul style="list-style-type: none"> • Letters of Inquiry and Replies • Letters placing Orders and Replies • Letters of Complaint and Adjustments 	30	30	1	-	25
3	To teach students to speak English required for routine daily conversations, and to	<p>Listening and Speaking Skills</p> <ul style="list-style-type: none"> • Public Speaking • Group Discussion • News Presentation 	25	20	1	15	-

	prepare students to listen to spoken English with the help of ICT	<ul style="list-style-type: none"> • Listening to Podcasts • Vocabulary Building 					
4	To focus on grammar topics to improve comprehension and writing skills	Understanding Grammar and Reading Comprehension <ul style="list-style-type: none"> • Verbs of 'to be' • Tenses • Active-Passive Voice • Modal Verbs • Forming Interrogatives • Reading and Comprehension (Unseen) 	25	20	1	10	35

Evaluation Scheme:

A. Internal Examination: 25 Marks

The internal testing should be continual and spread over the semester

1. Students' acquisition of grammar should be evaluated for 10 marks.
2. Speaking and listening skill should be evaluated for 15 marks.

B. External Examination: 75 Marks

The pattern of the written exam would be as follows:

1. Unseen comprehension Passage. (Marks 15)
2. Questions on the theory of communication. (Short notes: three out of five) (Marks: 15)
3. Practical Letter writing. (Two out of three) (Marks: 15)
4. Grammar based questions. Do as directed. (Marks 20)
5. Theory of letter writing (Marks: 10)

References:

A. Essential Reading

1. Rai, Urmila & Rai, S.M. *Business Communication*. Himalaya Publishing House, Mumbai, 1991.
2. Raman, Meenakshi, and Prakash Singh. *Business Communication*. Oxford University Press, Mumbai, 2006.
3. Monipally, Matthukutty. *Business Communication Strategies*, Tata McGraw Hill, Mumbai, 2010.
4. Murphy, Raymond. *Essential English Grammar*. Cambridge University Press, 1990.
5. Jones. *Painless Reading Comprehension*. Barrons, 2016.

B. Additional Reading

1. Sen, Leena. *Communication Skills*. Phi Learning Pvt. Ltd., New Delhi, 2010.
2. Lewis, Norman. *Word Power Made Easy*.
3. McCarthy, Michael, and Felicity O'De. *English Vocabulary in Use: Elementary*. Cambridge University Press.
4. Aarts, Bas. *Oxford Modern English Grammar*. Oxford University Press. 2011