

Course Code	Course Title	L	T	P	C
OLMBA505	Business Communication	3	1	0	4
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives:					
1. To develop communicative skills for team building and handling corporate problems. 2. To enable learners to acquire mastery over construction of sentences and grammar. 3. To acquire proficiency levels in developing brand image and designing advertisements in an ethical manner. 4. To analyze information and prepare effective Business Reports & Proposals.					
Course Outcomes:					
1. Communicate effectively and share ideas in any business situation. 2. Understand specialized articles and instructions and write clear & error-free sentences. 3. Present their viewpoints in front of an audience in a lucid manner. 4. Prepare any type of Business Report or Proposal.					
Module:1 Fundamentals of Business Communication					
Definition of Business communication, Features of adroit Professional communication for achieving customer satisfaction, Role of creativity in Business communication, Cross-cultural communication, Varied forms of communication, Barriers to effective communication.					
Module:2 Writing Skills for Working Professionals					
Sentence structure, Articles, Prepositions, Connectives, Concord, Modals, Tenses, Active/Passive voice, Direct/Indirect speech. Writing Business Letters, Types of Business letters, Emails, Application Letter, Cover Letters, Resume writing, Important characteristics of a Selling Resume, Blogs, Inter-office Memorandum (Memo), Circulars, Notice, Agenda and Minutes.					
Module:3 Dynamics of Corporate Presentations					
Preparing PPTs for corporate presentations, Confidence building Measures (CBMs), Describing an idea or a product, Individual and Group Presentations.					
Module:4 Digital Branding & Advertisements					
What is Digital Branding?, Advertising –Purpose, Types & Suggestions, Use of Graphic design, Illustrations, Use of Ethics & values in Advertisements.					
Module:5 Business Reports					
Definition of Business Reports, Difference between formal and informal Reports, Analysing & Organizing Data, Structure of Formal Reports, Style, Preparing real-life Business Reports.					
Module:6 Business/Technical Proposals					
Definition of Business & Technical Proposal, Purpose, Importance, Structure, Preparing Business & Technical Proposals.					
Module:7 Group Discussions & Job Interview					

Definition, Importance of GD in the corporate world, Dynamics of Group Behaviour/Group, Etiquette & Mannerisms, Job Interview, Stages of Job interviews, Using proper verbal and non-verbal cues while facing the interview-panel.			
		Total Lecture hours:	120 hours
Text Book(s)			
1. Kumar, Sanjay & Pushp lata.(2015). <i>Communication Skills</i> . New Delhi: Oxford University Press. 2. Swan, Michael. (2017). <i>Practical English Usage</i> , 4th edition.Uk: Oxford University Press. 3. Koneru, Aruna. (2015). <i>Professional Speaking Skills</i> . New Delhi:OUP. 4. Popat, Parul. (2015). <i>Communication Skills</i> . Noida:Pearson Education.			
Reference Books			
1. Raman, Meenakshi & Sangeeta Sharma.(2015) <i>Technical Communication: Principles and Practice</i> , 3rd edition, Oxford University Press. 2. Watkins, Peter. (2018) <i>Teaching and Developing Reading Skills: Cambridge Handbooks for Language teachers</i> , UK: Cambridge University Press. Watkins, Peter. (2018) <i>Teaching and Developing Reading Skills: Cambridge Handbooks for Language teachers</i> , UK: Cambridge University Press. 3. Wren, P.C., & Martin, H. (2018). <i>High School English Grammar & Composition</i> N.D.V. Prasada Rao (Ed.). New Delhi: S. Chand & Company Ltd. 4. Thill John and L. Bove Courtland (2016). <i>Excellence in Business Communication</i> . Noida: Pearson Education.			
Mode of Evaluation: Quiz / Assignment / Mid-Term, FAT			
Recommended by Board of Studies		02-11-2023	
Approved by Academic Council		No. 72	Date: 13-12-2023