

Veer Narmad South Gujarat University
Bachelor of Business Administration
Year – I (Semester – I) (W.E.F. June 2019)

Subject Name: Business Communication

Subject Code: 101

Objective of the course:

- To teach the students the art of business correspondence
- To develop written communication skills among students
- To develop managerial soft skills among students

Pedagogy

- **For Written skills**

Lectures, Presentation, Learning Videos, Dictation, Writing practices, Audio Visual materials

- **For Soft Skills**

Role plays, Group discussion, Group activity, Practical Assignments, Brainstorming, Audio visual materials

Course Content

Unit 1 English Grammar (15%)

Tenses, Conjunctions-Usages of (although, though, even though, in spite of, despite, as well as, in case, unless, as long as, as if, for), Prepositions, Voices (Active and Passive), Speeches (Direct and Indirect), Punctuations, Degrees of Comparisons, Adjective Clauses and Noun Clause, Modal Auxiliaries

Unit 2: Understanding Communication(Theory) (25%)

Definition, Process, Importance and benefits, Types, Characteristics, Modes of Communication, Role of Verbal and Non-Verbal Communication, 7Cs of Effective Communication, Barriers to effective communication, Overcoming barriers, Conceptual understanding of Phonetics,

Unit 3: Office Correspondence(Application Based) (30%)

- Business Letters-What are they,Format,
- Types-Inquiry Letter and its reply, Order Letter & its reply, Sales letter, Memos, Job Application Letter with Cover Letter, Goodwill Letter, Quotation Letter, Complaint & Grievance Letter, Notices /Circulars
- Managing Meetings

- Notices / Circulars, Drafting an agenda, Drafting Minutes, Quorum, Role of chairpersons, Role of members
- Content writing: Content drafting for Promoting a product on social media, Writing views and opinions as managers / CEOs on Twitter,

Unit 4: Employment Communication(Application Based)

(30%)

Resume Writing

Resume / CV and cover letters

Recruitment related correspondence

Drafting an advertisement for employment, Sending job application letter, Job Offer letters, Resignation Letter, Appointment Letter and other, Effective e-mail management

Suggested Readings:

1. *Rajendra Pal and J.S. Korlahalli. Essentials of Business Communication. Sultan Chand & Sons, 2004*
2. *Asha Kaul. Effective Business Communication. New Delhi: Prentice-Hall of India, 2001*
3. *Business Communication: Lesikar, TATA McGrawhill Publication*
4. *Basic Communication Skills for Empowering the Internet Generation: Lesikar, Tata McGraw Hill Publications*
5. *R. Intermediate English Grammar. New Delhi: Cambridge University: Murphy: Indian Reprint*
6. *Professional Communication: Aruna Koneru, McGraw Hill*
7. *Business Communication Strategies: Mathukutty Monipally, Tata McGraw Hill*