

Course Code:	MG 232001
Course Title:	Business Communication
Credits:	L T P C 3 0 0 3
Course Coordinators	Dr. Meera Vasani Dr. I Watitula Longkumer
Course Objectives	The course aims to develop students' communication skills by covering grammar, organizational and business communication, and effective business writing strategies, along with essential prerequisites and nuances.
1	<p>Effective Business Communication. Communication – An overview.</p> <ul style="list-style-type: none"> • Origin, meaning and process of communication. • Goals of Communication • Organizational Communication • Direction/Flow of Communication. • Verbal & Non-Verbal Communication. • Barriers to Communication • Cross-cultural/Intercultural communication
2	<p>Critical Thinking & Writing skills – Empower your writing skills.</p> <ul style="list-style-type: none"> • Mind Mapping • Prerequisites to paragraph writing Methods of Paragraph Development • Precis writing • Abstract writing • Summary writng
3	<p>The Writing Strategy in Business messages & Presentation skills</p> <ul style="list-style-type: none"> • Preparing Effective business messages (Planing steps, organizing content, drafting, beginning 7 ending. Proof – reading & final editing) • Writing Good news, Bad news and Neutral messages. • How to draft Memo, agenda & Minutes of Meeting? • Effective presentation skills • Group Presentations (Organizational communication)
4	<p>Business Report Writing</p> <ul style="list-style-type: none"> • Defining the objective of the report • Basic elements of a business report • How to write

	<ul style="list-style-type: none"> • Charts and graphs • Formatting the report • Packaging the report • Exercise in report writing
5	Press Releases <ul style="list-style-type: none"> • Definitions • Importance • Press releases, newsletters
6	Business Etiquettes <ul style="list-style-type: none"> • Elements of business etiquette • Types of business etiquette • Soft skills to improve etiquette in the workplace • Basic business etiquette practices

Text books/References:

1. Mishra. B & Sharma. S. (2011) Communication skills for engineers and scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M. (2011) Business communication: Concepts, Cases and Applications. New Delhi: Pearson Education. ISBN: 8131718727.
3. Greenbaum. S. College grammar of English. Longman Publishers. ISBN: 9780582285972.
4. Pal, R. & Korlahalli, J.S. (2011) Essentials of business communication. Sultan Chand & Sons. ISBN: 9788180547294.
5. Kaul, A. (2014) Effective business communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
6. Murphy, R. (2007) Essential English grammar, CUP. ISBN: 8175960299.
7. Muralikrishna,C & Mishra,S. (2011) Communication skills for engineers, Pearson education. ISBN: 9788131733844.