

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
10.	UGSEC-104 (C)	Fundamentals of Business Communication	SEC	2	2	0	0	50	-	50

COURSE OUTCOMES

At the end of the course the student will be able to: -

CO1	Identify various elements, media and principles of effective business communication.
CO2	Discuss effective business writing.
CO3	Demonstrate good presentation skills.
CO4	Illustrate business ideas in a public forum.
CO5	Evaluate interview scenarios to respond confidently and effectively.

Detailed Syllabus**Section A**

Unit I: Introduction to Business Communication & Listening Skill: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs of Communication, Verbal & Non-Verbal Communication, Barriers to Communication, Purpose of Listening, Types of Listening, Barriers to Listening, Overcoming Listening Barriers.

(05 Hrs)

Unit II: Writing Skills - Business Letter, Resume, Reports: Structure of Letter Writing and Presentation Styles, E-mail Writing, e-mail etiquettes, Resume Writing, Report Writing.

(05 Hrs)

Unit III: Presentation Skills: Characteristics of Presentation, Planning, structuring and Delivery of presentation, use of visual aids, appearance & posture, Attention getters, Controlling nervousness and stage fright.

(05 Hrs)**Section B**

Unit IV: Group Communication & Meeting: Group discussion, Guidelines of Group Discussion, Improving Group Performance, Dealing with Abstract topics, Meetings: notice, agenda & minutes of Meeting.

(04 Hrs)

Unit V: Personal Interview: Introduction to Interviews, Types of Interviews, Types of Interview Questions, General Preparations of an Interview, Success in an Interview, Important non-verbal aspects, Styles of Interviewing, Job Interviewing Dos and Don'ts.

(05 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Business Communication	Meenakshi Raman and Prakash Singh	Oxford University Press	2 nd (2012)
2.	Business Correspondence and Report Writing	R. C. Sharma and Krishna Mohan	Tata McGraw Hill.	6 th (2020)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Business Communication Today	A, Bovee, Thill, J.	Pearson	14 th (2018)