



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

Kot, Bhalwal, Jammu

COURSE HANDOUT

FUNDAMENTALS OF BUSINESS COMMUNICATION (UGSEC-104 C)

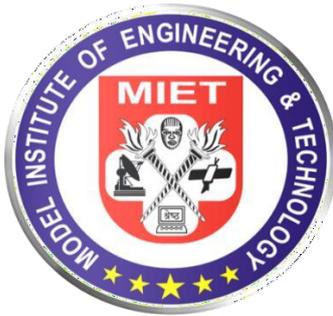
BCOM (H) – 1ST SEMESTER

ACADEMIC YEAR (2024-25)

Mr. Koushik Dhar

Assistant Professor

UG-School of Management



UG School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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.

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 Hours)

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 Hours)

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 Hours)

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 Hours)

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 Hours)

Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	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





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



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COURSE PLAN

Unit-I Introduction to Business Communication & Listening Skill		
S.No	Topics	Recommended Books
1	Nature and purpose of communication	Ref. book 2, Ch 1
2	7 Cs of Communication	Ref. book 2, Ch 1
3	Essential of global communication, Classification of effective communication	Ref. book 2, Ch 1
4	Communication models, audience analysis; Myth and realities of communication	Ref. book 2, Ch 1
5	Communication as an aid to self-development	Ref. book 2, Ch 1
Unit-II Writing Skills - Business Letter, Resume, Reports		
6	Structure of Letter Writing and Presentation Styles	Ref. book 2, Ch 3
7	E-mail Writing, e-mail etiquettes	Ref. book 2, Ch 3
8	Resume Writing, Report Writing.	Ref. book 2, Ch 3
Unit-III Presentation Skills		
11	Characteristics of Presentation	Ref. book 2, Ch 4
12	Planning, structuring and Delivery of presentation	Ref. book 2, Ch 4
13	Use of visual aids	Ref. book 2, Ch 4
14	Appearance & posture	Ref. book 2, Ch 4
15	Attention getters, Controlling nervousness and stage fright.	Ref. book 2, Ch 4
Unit-IV Group Communication & Meeting		
16	Meaning and nature of groups, types of groups	Ref. book 2, Ch 6
17	Techniques of a group decision	Ref. book 2, Ch 6
18	Advantages and disadvantages of group decision making	Ref. book 2, Ch 6
19	Meetings: Meaning and importance of meetings, the role of chairperson and participants in a meeting	Ref. book 2, Ch 6
20	Methods of effective participation	Ref. book 2, Ch 6
21	Tips for the conduct of an effective meeting.	Ref. book 2, Ch 6
Unit-V Personal Interview		
22	Introduction to interviews	Ref. book 2, Ch 7
23	Types of interviews, types of interview questions	Ref. book 2, Ch 7
24	General preparations of an interview	Ref. book 2, Ch 7
25	Success in an interview, important non-verbal aspects	Ref. book 2, Ch 7
26	Styles of interviewing.	Ref. book 2, Ch 7
27	Job interviewing dos and don'ts	Ref. book 2, Ch 7



ADDITIONAL WEB RESOURCES

1.	MOOC: Business Communication https://onlinecourses.swayam2.ac.in/imb19_mg14/preview
2.	COURSERA: Video lectures series on Business Communication https://www.coursera.org/courses?query=business%20communication

GRADING AND ASSESSMENT

- **Sessional Test:** 50 marks
- **Attendance:** 10 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:55 PM - 1:45 PM) to Friday (12:55 PM - 1:45 PM)
- **Contact Information**
Koushik.mba@mietjammu.in