



Mahatma Gandhi University Kottayam

Programme	BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)					
Course Name	Business Communication-I					
Type of Course	CORE COURSE					
Course Code	MG1CCRBBA103					
Course Level	NA					
Course Summary	<p>This course focuses on bringing in perspective the importance of Business Communication for organisations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organisational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the concept, process, and importance of Business Communication. 2. To help students in understanding the basic principles and techniques of business communication. 3. To train students to acquire and master written communication for the corporate world. 4. To sensitize students to understand Business Communication in Global and Cross-Cultural context. 					
Semester	One	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	0	0	0	3
Pre-requisites, if any	NA					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.	U	Y1-PO1	4
2	Apply the skills of effective letter writing and be able to create various kinds of Business letters.	A	Y1-PO2	9
3	Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.	An	Y1-PO2, Y1-PO4	1,9
4	Able to present in front of audience with confidence and expertise.	S	Y1-PO2	4
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Module	Course description	Hrs	CO No.
1	Introduction to Communication in Organisations Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.		CO1
2	Written Communication Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation.		CO2

3	<p>Interpersonal Communication</p> <p>Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); PowerPoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho).</p>		CO3
4	<p>Digital Communication</p> <p>Social media and individual, social media & organisations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organisational websites.</p>		CO4

Teaching and Learning Approach	<p>Classroom Procedure (Mode of transaction)</p> <p>Lectures, Seminars and Presentations, Assignments, Case Studies, Group Discussions</p>										
Assessment Types	<p>MODE OF ASSESSMENT</p> <p>A. Continuous Comprehensive Assessment (CCA) (Maximum Marks: 25)</p> <table border="1"> <thead> <tr> <th>Sl. No</th> <th>Component</th> <th>Activity</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Test (Best out of two)</td> <td></td> <td>10</td> </tr> </tbody> </table>			Sl. No	Component	Activity	Marks	1	Test (Best out of two)		10
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1	Test (Best out of two)		10								

	2	Presentation using tools specified in Unit 3 (PPT, Infographics, Prezi, Visme, Sway, Zoho etc.) – Individual	Business /Management related presentation	15
	Total Marks			25
B. End Semester Evaluation (Maximum Marks: 50)				
Sl. No	Component	Activity		Max. Marks
1	Record Submission & Practical Test	Record submission as per point No.4 in Reflective Exercises & Cases (10 Marks)		20
		Practical Test- Written - random pick from a basket of questions (10 Marks)		
2	Written Examination 1.5 hours	Short Essay - 2 out of 4 questions 5 marks each		2x5=10
		Essay Question: 2 questions of 10 marks each from a choice of 4 questions (long essay and case study)		2x10=20
Total Marks				50

Reference:

Text Books (Latest Editions):

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, “Business Communication: Connecting in a Digital World”, McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.

4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication.
5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.
6. Rajendra Pal Korahill, –Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
7. Ramesh, MS, & C. C Pattanshetti, –Business Communication, R. Chand & Co, New Delhi.
8. Rodriguez M V, –Effective Business Communication Concept, Vikas Publishing Company.

References:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing. <https://hbr.org/2021/07/the-science-of-strong-business-writing>

Reflective Exercises and Cases:

1. Preparing on curriculum vitae/resume and cover letter.
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
3. Case study- Barry and effective communication barriers <http://www.lrjj.cn/encrm1.0/public/upload/CommunicationCaseStudy1.pdf>
4. Prepare a record book of various letters mentioned in UNIT II. List of letters to be written in the record book.

Sales Letters

1. New Product Launch: Announcing and promoting a new product to existing and potential customers.
2. Seasonal Sale Promotion: Informing customers about an upcoming seasonal sale or special discount event.
3. Service Upgrade Offer: Encouraging clients to upgrade to a premium service with highlighted benefits.
4. Loyalty Program Invitation: Inviting valued customers to join an exclusive loyalty program with special perks.

Complaint & Follow-up Letters

1. Product Defect Complaint/wrong supply of goods: Addressing an issue with a defective product received by a customer.
2. Service Delivery Delay Complaint: Complaining about a delay in the delivery of a service or product.
3. Follow-up on Unresolved Issue: Following up on a previously reported

issue that has not been resolved.

4. Complaint About Poor Customer Service: Reporting unsatisfactory customer service experience and seeking resolution.

Promotion Letters

1. Employee Promotion Announcement: Announcing the promotion of an employee to a higher position within the company.
2. Internal Promotion Application: Applying for an internal promotion by highlighting qualifications and achievements.

Job Application Letters

1. Application for Software Developer Role: Seeking a position as a Software Developer at a tech startup.
2. Application for Sales Representative Job: Applying for a Sales Representative position in a reputed sales company.
3. Application for Human Resources Specialist: Applying for a Human Resources Specialist position in a multinational corporation.

Cover Letters

1. Cover Letter for an Accounting Job: Emphasizing accounting qualifications and professional achievements.
2. Cover Letter for a Customer Service Position: Detailing customer service skills and experience in previous roles.
3. Cover Letter for an Internship: Applying for an internship by outlining educational background and career aspirations.

Resumes

1. Resume for a Senior Executive Role: Highlighting extensive leadership experience and strategic achievements.
2. Resume for a Recent Graduate: Emphasizing academic achievements, internships, and relevant coursework.
3. Resume for an Administrative Assistant: Highlighting administrative skills, organisational abilities, and professional experience.

Resignation Letters

1. Resignation for Personal Reasons: Resigning due to personal or family matters requiring attention.
2. Resignation Due to Relocation: Resigning because of moving to a different city or country.
3. Resignation for Retirement: Announcing retirement and resigning from the current position.
