

Gujarat University

K. S. School of Business Management and Information Technology
[Five Years' (Full – Time) M.B.A. Integrated Degree Course]

Second Year B.B.A. (Sem - IV)

Code: KS-MBA-AEC-245 A

Business Communication

Course Credit: 2

Instructions: The course is designed to enhance the ability of the students to communicate appropriately in formal setup. The course is included in the Ability Enhancement Compulsory Course of NEP. There will be approximately 30 to 35 hours direct teaching in the semester. At least two assignments in the semester would be given to the students in this subject.

Objective: Business and communication walk hand in hand. A concise and clear comprehension is very important in it. Therefore, this course curriculum is so designed that it will imbibe a great sense of technicality in handling the business communication with effective understanding. Moreover, it imparts the students with the basic communication skills which helps them in maintaining business relations.

Program Outcomes: The learnings, at the Second Year of the MBA programme, focus more on practical orientation of the various subjects. For business to grow and flourish, competitive edge is the need of the hour. The application based study of the concepts, introduced in various subject areas, prepares students to face any kind of market competition and make them able to deliver best in any circumstances.

Course Outcomes: This course curriculum will enable the students to develop Communication skills in the context of business. The course outcome includes mastering verbal and written communication, understanding non-verbal cues and upholding ethical communication standards. Overall, this course will enhance their Business Communication skills.

Detailed Syllabus:

Module 1:

[50%]

Nature and Scope of Communication

- Functions of communication
- Role of manager
- Communication basics and networks
- Tips for effective internal communication and strategies for improving organizational communication
- Miscommunication

Technology – Enabled Business Communication

- Technology – based communication tools

- Positive impact of technology – enabled communication
- Negative impact of technology – enabled communication
- Selection of appropriate communication technology
- Tips for effectiveness in technology – based communication

Module 2:

[50%]

Business Writing

- Written business communication
- 7 C's of business letter writing and basic principles
- Common components of business letters
- Kinds of business letter
- Writing effective memos

Meetings, Conferences and Team Briefing

- Meetings – Planning, Process and strategic Issues related to effective meetings.
- Evaluating meetings and minutes
- Conference – Planning, video conferencing and web conferencing
- Team briefing – briefing and sample briefing

Reference Books:

- Business communication By Meenaleshi Raman & Prakash Singh;
Publisher – Oxford (Higher education)
- Business communication By V.K.Jain & Omprakash Biyani;Publisher –S.Chand

Mode of Evaluation:

Continuous Evaluation 30%

Mid Semester Exam 20%

End Semester Exam 50%

Assessment Tools: Test, Quiz, Assignments, Presentation, Project etc.