

KADI SARVA VISHWAVIDYALAYA
AEC 211-2C Business Communication
(For BBA / B.Com / B.Sc All Semester 3)

Course objectives:

1. To help develop expressional skills in professional contexts.
2. To facilitate the understanding of effective professional communication and skills required for the same.

Learning Outcomes:

1. Efficient use of both the expressional skills as per the requirement of the world of work.
2. Basic process of professional writing.
3. ability to produce well crafted basic structures of routine business communication.
4. Skills and techniques for effective oral and written business communication.
5. Use of web and how it can enhance work communication.

TEACHINGANDEVALUATIONSCHEME:

Subject Code	Subject Title	Teaching Scheme	Credits	Examination Scheme			Total Marks
		Theory Per Week		Hrs.	Max Marks		
					CCE	SEE	
AEC 211-2C	Business Communication	2	2	2	25	25	50

Course content

Uni tno.	content	Total hours	Weightage
1	Written Communication		
1.1	The writing process: How business communication is different from general communication, pre writing, writing and rewriting	2	57%= 15 Marks
1.2	SOPs – importance, components, usability check and sample	1	
1.3	Process descriptions and instructions	2	
1.4	writing for Business Structure, layout and style Acknowledgement letter, acceptance letter Inquiry letter and order letter Complaint letter and apology letter Sales letter	1 1 1 1 2	
1.5	Report Writing: formal and Informal reports Definition, features, significance and types Informal reports- layouts Formal report Structure of a formal report	1 2 1 2	

2.	Persuasive communication		
2.1	Importance of argumentation and persuasion in communication Ethical, emotional and Logical argumentation Organize your persuasion	1 1 1	33%= 7 Marks
2.2	Communicating for positive influence- need and Importance in Business Using conversational style and YOU attitude Using positive words, being courteous, avoid blaming refrain from preaching, be sincere, don't overdo,	1 1 1	
2.3	Public Speaking: The PRPSA test Developing confidence, preparing the speech, and delivering the same Practical purview	3 1	
3	Use of Web and digital tools for business		
3.1	Why the web is important for Business Communication, Characteristics of online communication, Considerations for Handheld mobile device	1	10% = 3Marks
3.2	Smartphones and communication	1	
3.3	Using collaborative writing tools and tips to use them effectively	1	

Reference Book:

1. Technical Communication: Process and Product By: Gearson and Gearson, Person Publication.
2. Technical Communication: A Practical approach, By: TVS Padmaja, Pearson Publication
3. Communication Skills, By Sanjay Kumar and Pushpa Lata, Oxford University Press Publication
4. Business Communication: Connecting in a digital world BY: Raymond Lesikar, McGraw Hill Edu.

Paper Style for Business Communication (Internal Examination)

Q.1	A	05 MARKS
	OR	
	B	05 MARKS
Q.2	A	05 MARKS
	OR	
	B	05 MARKS
Q.3	One-liner/ TF/blanks/one-word etc. (all questions compulsory)	05 MARKS
	Total	15

Internal Evaluation of the Subject

Assignment/ Seminar/ Quiz/Case Study/ Project	05 marks
Attendance/Active learning	05 marks
Total	10 marks

Paper Style for Business Communication (University Examination)

For external exam: Total - **25 Marks**

Please Note:

1. Question Paper must cover the entire syllabus in balanced manner including all the Units.
2. Question Number and Unit Distribution is as follows:

Q.1	(a)Unit-1 OR (a)Unit-1	[05 Marks]
	(b) Unit-2 (2Marks) Unit-1(3Marks) OR (b) Unit-2 (2Marks) Unit-1(3Marks)	[05 Marks]
Q.2	(a) Unit-1 OR (a) Unit-1	[05 Marks]
	(b) Unit-2 OR (b) Unit-2	[05 Marks]
Q. 3	One-liner/TF/Blanks/One-word etc. (All questions compulsory) Unit-3 (3Marks) Unit-1(2Marks)	[05 Marks]