INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)
Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

BUSINESS COMMUNICATION and SOFT SKILLS - SEMINAR								
I Semester: MBA								
Course Code	**Category**	**Hours / Week**			**Credits**	**Maximum Marks**		
		L	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
CMBE13	**Core**	**0**	**0**	**4**	**2**	40	60	100
Contact Classes: 45	**Tutorial Classes: Nil**	**Practical Classes: Nil**				**Total Classes: 45**		
Prerequisite: Basic skills of communication								
SDGs Mapped: SDG 4 (Quality Education), SDG 10 (Reduced Inequalities)								

I. COURSE OVERVIEW:

The principle aim of the course is to help the students gain a well-rounded introduction to business communication skills learning and its significance in their day to day life. Moreover, the course pays special attention to develop skills for effective written business communication, career building and different methods of job searching.

II. COURSES OBJECTIVES:

The students will try to learn:

I. The fundamentals of business communication, various media of communication, and ways to overcome barriers for effective interpersonal and intercultural communication in professional settings.
II. The process of developing effective business writing skills, including drafting, editing, and formatting different types of business correspondence and reports with clarity and professionalism.
III. **How** to prepare and present business reports, proposals, and oral presentations effectively while applying appropriate communication strategies for diverse audiences.
IV. The contemporary aspects of communication such as business etiquette, professional networking, public relations, and the role of communication in global and digital business environments.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

CO1 Discuss and apply the practice exercises of writing business messages.
CO2 Describe the various components of writing a business letter.
CO3 Understand the various formats in instructions.
CO4 Apply the practice exercises to analyze the audience.
CO5 Illustrate various parts of corporate reports and business proposals.
CO6 Explore the strategies of self-analysis to build a better career

IV. COURSE CONTENT:

MODULE - I: INTRODUCTION (08)
Introduction to Business Communication, Communication Barriers, Communication Media Choices, Inter-cultural and Team Communication, Interpersonal Communication: Respecting Social Protocol, Networking and Socializing Professionally, Non-Verbal Communication, Listening, Communication through social media, Business Meetings.

MODULE - II: DEVELOPING BUSINESS WRITING SKILLS (08)
Process of Writing, Drafting, Revising Visuals, Editing, Proofreading and Formatting, Writing Positive and Neutral Messages, Persuasive Messages, Bad News Messages, Business Letter Writing, Kinds of Business Letters, Communicating with E-Mail and Memos. Improving Readability of Written Communication using Gunning Fog Index.

MODULE - III: BUSINESS REPORTS AND PROPOSALS (10)
Writing the Report, Planning the Report, Steps in Writing Business Reports.

Parts of a Report, Corporate Report and Business Proposal, Citing Sources.

MODULE - IV: ORAL AND EMPLOYMENT COMMUNICATION (09)
The Role of Business Presentations, Planning and Organizing Presentations, Team Presentations, Online Presentations. Understanding Yourself, Career, Goal Setting, Preparing Resume, Resume Formats, Writing Covering Letters, and Enquiry Mails, Preparing for the Job Interview.

MODULE - V: CONTEMPORARY ASPECTS IN COMMUNICATION (10)
Business Etiquette, Developing Professional Telephone Skills, Mass Media, Public Relations Management, Cross Cultural and Global Communication, Communication in Information Technology, e-Business related Operations.

V. TEXTBOOKS:

1. Mary Ellen Guffey and Dana Loewy, Business Communication, Cengage, 11e, 2025
2. Kelly M. Quintanilla and Shawn T. Wahl, Business and Professional Communication, Sage Publications, 5e, 2024.
3. Mallika Nawal, Business Communication, Cengage Learning, 3e, 2023.
4. Varinder Kumar, Bodh Raj, Business Communication, Kalyani Publishers, 6e, 2019.

VI. REFERENCE BOOKS:

1. Ober Newman, Communicating in Business, Cengage Learning, 2015.
2. Rebecca Moore Howaward, Writing Matters, 3e, Mc Graw Hill Education, 2018.
3. Jeff Butterfield, Soft Skills for Everyone, Cengage Learning, 2017.
4. David Irwin, “Effective Business Communications”, Viva-Thorogood, 3rd edition, 2015.
5. Rajendra Pal, J S KorlahaHi, “Essentials of Business Communication”, Sultan Chand and Sons, 2nd edition, 2015.

VII. Web References:

1. http://www.abahe.co.uk/Free-En-Resources/English-for-Managers-Business-Correspondance.pdf
2. http://www.pcfreak.net/international_university_college_files/Business%20Communication.pdf

VIII. E-Text Books:

1. https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=8
2. https://www.goodreads.com/shelf/show/business-communication