

## BUSINESS COMMUNICATION AND SOFT SKILLS - SEMINAR

I Semester: MBA																												
Course Code	Category	Hours / Week			Credits	Maximum Marks																						
CMBC14	Core	L	T	P	C	CIA	SEE	Total																				
		0	0	2	1	30	70	100																				
<b>Contact Classes: Nil</b>		<b>Tutorials Classes: Nil</b>		<b>Practical Classes: 34</b>		<b>Total Classes: 34</b>																						
<p><b>I. COURSE OVERVIEW:</b>                      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.</p> <p><b>II. COURSE OBJECTIVES:</b>  <b>The students will try to learn:</b></p> <p>I. Skills for effective written business communication.                      II. The project and business report preparation.                      III. The writing of business letters and improves written communication.                      IV. Career building and different methods of job searching.                      V. Resume writing skills.</p> <p><b>III. COURSE OUTCOMES:</b>  <b>After successful completion of the course, students will be able to:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;"><b>CO 1:</b></td> <td>Summarize the importance of communication and its approaches of sending messages in business.</td> </tr> <tr> <td><b>CO 2:</b></td> <td>Discuss and apply the practice exercises of writing business messages.</td> </tr> <tr> <td><b>CO 3:</b></td> <td>Describe the various components of writing a business letter.</td> </tr> <tr> <td><b>CO 4:</b></td> <td>Narrate the strategies of writing various kinds of business letters.</td> </tr> <tr> <td><b>CO 5:</b></td> <td>Discuss the various formats in instructions.</td> </tr> <tr> <td><b>CO 6:</b></td> <td>Apply the practice exercises to analyze the audience.</td> </tr> <tr> <td><b>CO 7:</b></td> <td>Describe the steps involving in writing business reports.</td> </tr> <tr> <td><b>CO 8:</b></td> <td>Illustrate various parts of corporate reports and business proposals.</td> </tr> <tr> <td><b>CO 9:</b></td> <td>Demonstrate the strategies of self-analysis to build a better career</td> </tr> <tr> <td><b>CO 10:</b></td> <td>Describe role of resume writing in setting a better career.</td> </tr> </table>									<b>CO 1:</b>	Summarize the importance of communication and its approaches of sending messages in business.	<b>CO 2:</b>	Discuss and apply the practice exercises of writing business messages.	<b>CO 3:</b>	Describe the various components of writing a business letter.	<b>CO 4:</b>	Narrate the strategies of writing various kinds of business letters.	<b>CO 5:</b>	Discuss the various formats in instructions.	<b>CO 6:</b>	Apply the practice exercises to analyze the audience.	<b>CO 7:</b>	Describe the steps involving in writing business reports.	<b>CO 8:</b>	Illustrate various parts of corporate reports and business proposals.	<b>CO 9:</b>	Demonstrate the strategies of self-analysis to build a better career	<b>CO 10:</b>	Describe role of resume writing in setting a better career.
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<b>IV. SYLLABUS:</b>																												
<b>UNIT-I</b>	<b>BUSINESS WRITING</b>						<b>Classes:08</b>																					
Introduction: importance of written business communication, direct and indirect approached to business messages, five main stages of writing business messages, practice exercises.																												
<b>UNIT-II</b>	<b>BUSINESS CORRESPONDENCE:</b>						<b>Classes: 08</b>																					
Introduction: business letter writing, effective business correspondence, common components of business letters, strategies for writing the body of a letter, kinds of business letters, writing effective memos, Practice exercises.																												
<b>UNIT-III</b>	<b>INSTRUCTIONS</b>						<b>Classes:10</b>																					
Introduction: written instructions, general warning, caution and danger, format in instructions. Oral instructions, Audience analysis, product instructions. Practice exercises.																												
<b>UNIT-IV</b>	<b>BUSINESS REPORTS AND PROPOSALS</b>						<b>Classes:09</b>																					
Introduction: Report presentation, steps in writing a routine business report, parts of a report, corporate reports, business proposals.																												

UNIT-V	CAREERS AND RESUMES	Classes:10
Introduction: career building, understanding yourself, setting a career goal, job search / looking at various options, preparing your resume, resume formats, traditional, electronic and video resumes, onlinerecruitment process, Write your resume to market yourself.		
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Meenakshi Raman and Prakash Singh, “Business Communication”, Oxford, 1<sup>st</sup>Edition,2012.</li> <li>2. Lesikar, “Basic Business Communication”, TMH, 3<sup>rd</sup>Edition,2015.</li> </ol>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. David Irwin, “Effective Business Communications”, Viva-Thorogood, 3<sup>rd</sup>Edition, 2015.</li> <li>2. Rajendra Pal, J S KorlahaHi, “Essentials of Business Communication”, Sultan Chand and Sons, 2<sup>nd</sup>Edition, 2015.</li> </ol>		
<b>Web References:</b>		
<ol style="list-style-type: none"> <li>1. <a href="http://www.abahe.co.uk/Free-En-Resources/English-for-Managers-Business-Correspondance.pdf">http://www.abahe.co.uk/Free-En-Resources/English-for-Managers-Business-Correspondance.pdf</a></li> <li>2. <a href="http://www.pc-freak.net/international_university_college_files/Business%20Communication.pdf">http://www.pc-freak.net/international_university_college_files/Business%20Communication.pdf</a></li> </ol>		
<b>E-Text Books:</b>		
<ol style="list-style-type: none"> <li>1. <a href="https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=8">https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=8</a></li> <li>2. <a href="https://www.goodreads.com/shelf/show/business-communication">https://www.goodreads.com/shelf/show/business-communication</a></li> </ol>		