



SILVER OAK UNIVERSITY

Silver Oak Institute of Science

Bachelor of Science Physics

Course Name: Business communication

Course Code: 2050003261

Semester: 3rd

Prerequisite:

Basic knowledge of communication skills.

Course Objective:

1. This course is designed to give you a comprehensive view of communication, its scope and importance in business and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.
2. The Business Communications course will prepare future entrepreneurs to create effective business communications, present business briefings, produce understandable business documents and examine the impact of the communications process on the business operation.

Teaching and Examination Scheme:

Teaching Scheme				
L	T	P	ContactHours	Credit
2	0	0	2	2

Content:

Unit No.	Contents	Teaching Hours	Weightage %
1	Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback.	15	25
2	Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.	15	25
3	Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing. Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing	15	25
4	Spoken skills Conducting Presentation, Oral presentation, Debates Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary	15	25

Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Develop basic understanding of communications and its channels.	1
CO-2	Understand basics of fundamentals of business communication.	2
CO-3	Develop basic understanding of good presentation skills.	3
CO-4	Develop better understanding on English vocabulary and improve communication skills.	4

Teaching & Learning Methodology: -

1. Conceptual Learning
2. Cooperative based Learning
3. Competency based Learning

Books Recommended: -

1. Munter, Mary. Guide to Managerial Communication. 7th ed. Upper Saddle River, NJ: Prentice Hall, 2005. ISBN:0131467042.
2. Harvey, Gordon. Writing with Sources: A Guide for Students. Indianapolis, IN: Hackett Publishing, 1998. ISBN: 0872204340.
3. Williams, Joseph. Style: Toward Clarity and Grace. Chicago, IL: University of Chicago Press, 1995. ISBN:0226899152.
4. Kessler, Lauren, and Duncan McDonald. When Words Collide: A Media Writer's Guide to Grammar and Style. Belmont, CA: Wadsworth Publishing, 1999. ISBN:0534561330.
5. Zelazny, Gene. Say It with Charts: The Executives Guide to Visual Communication. New York, NY: McGrawHill, 2001. ISBN:007136997X.
6. Brent, Douglas. "Indirect Structure and Reader Response." The Journal of Business Communication 22, no.2(Spring 1985):5-8.
7. Daly, John, and Isa Engleberg. "Coping with Stagefright." Harvard Management Communication Letter 2, no. 6(June 1999):1-4

List of Open-Source Software/learning website:

- <http://vlabs.iitb.ac.in/vlab/labsps.html>
- <http://silveroakuni.ac.in/video-lecture>
- <https://nptel.ac.in/>

CO-PO-PSO Matrix:

CO No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO-1	3	3	2	2	1	2	1	1	1	2	2	2	1
CO-2	2	3	2	2	2	2	1	1	1	2	2	1	1
CO-3	1	2	3	2	2	1	1	1	2	3	2	1	1
CO-4	1	1	2	1	2	2	1	1	2	3	2	1	1