

Gujarat Technological University

Five Year Integrated Program

Master in Applied Management (MAM)

Business Communication (4120501)

1. Objectives :

- a. To reinforce the importance of effective business communication for success in today's business environment.
- b. To enhance the communication skills required in different business contexts through various interactive activities.

2. Course Duration: The course duration is of 36 sessions of 60 minutes each i.e. 36 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	Meaning of Business Communication ,Types of Business Communication viz., agenda , letters , enquiries , reports etc. and Barriers of Business Communication	7	17
II	Agenda for Meetings , Business Letters , Layout of Business Letters , Asking for Catalogues , Ordering Goods , Acknowledging of receipt of Goods , Complaining of Damaged Goods etc.	7	17
III	Business Enquiries and Replies – Letters of Adjustment , Collection Letters , Circular Letters , Status Enquiries , Letters to Employees and Employee Unions	7	18
IV	Company Correspondence – Secretary's Letters to Directors , Shareholders ,Banks , Financial Institutions , Government offices like Income Tax , Sales tax , Registrar of Companies etc	7	18
V	Writing business letters, reports, minutes of meetings ,presentations using various presenting styles, writing reports based on audio deliverances; business presentations using various tools	8	Internal Evaluation (20 marks of CEC)

Note: Language lab is essential for coverage of Practical Communication

4. Teaching Method:

The following pedagogical tools will be used to teach this course:

- (1) Lectures and Discussions
- (2) Assignments and Presentations
- (3) Role Plays

5. Evaluation:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Mon. 70% Practical)	Weightage (70%) (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Lesikar	Business Communication	Tata McGraw-Hill Publishing	11th, Latest Edition
T2	Lehman	B. Com (Business Communication)	Cengage	11th, Latest Edition
T3	Meenakshi Raman & Prakash Singh	Business Communication	Oxford University Press	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Murphy, Hildebrandt & Thomas	Effective Business Communication	Tata McGraw-Hill Publishing	Latest Edition
R2	Rajesh Vishwanathan	Business Communication	Himalaya	Latest Edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

The Students will have to refer to past issues of the following journals in order to get relevant topic/ information pertaining to the subject.

1. Bulletin of the Association for Business Communication,
2. Business Communication Quarterly,
3. Journal of Business Communication,

9. Session Plan:

Session Nos.	Topics to be covered
1-2	Meaning and Importance of Business Communication
3	Types of Business Communication viz., agenda , letters , enquiries , reports
4	Barriers of Business Communication
5-8	Agenda for Meetings , Business Letters , Layout of Business Letters
9-12	Asking for Catalogues , Ordering Goods , Acknowledging of receipt of Goods , Complaining of Damaged Goods etc.
13-14	Business Enquiries and Replies
15-16	Letters of Adjustment , Collection Letters , Circular Letters , Status Enquiries
17-18	Letters to Employees and Employee Unions
23-26	Company Correspondence – Secretary's Letters to Directors , Shareholders ,Banks , Fiancial Insitutions

27-28	Correspondence with Government offices like Income Tax , Sales tax , Registrar of Companies etc.
29-36	Writing business letters, reports, minutes of meetings ,presentations using various presenting styles, writing reports based on audio deliverances