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| AEC101 | Business Communication-I | 1L:1T:0P | 2 Credits |
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Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational setup. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

Course Objectives:

1. To understand the concept, process, and importance of Business Communication.
2. To help students in understanding the basic principles and techniques of business communication.
3. To train students to acquire and master written communication for the corporate world.
4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.

Course Content:

Unit 1: Introduction to Communication in Organizations

Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

Unit 2: Written Communication

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit3-InterpersonalCommunication

Teamcommunication,managingcommunicationduringonline meeting,communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Powerpoint presentation skills; Infographics,introduction to contemporary alternatives (such as- Prezi, Visme, MicrosoftSway,Zoho)

Unit4-DigitalCommunication

Social media and individual, social media& organizations, Media Literacy; Strong Digitalcommunicationskills–email,instantmessaging,videoconferencing, e-meetings,Digital collaboration,digital citizenship –digital etiquettes& responsibilities;introductiontopersonalandorganizationalwebsites.

TextBooks(LatestEditions):

1. AICTE's Prescribed–CommunicationSkillsinEnglish,KhannaBookPublishing.
2. Lesikar,R.V.&M.E.Flatley,“BusinessCommunication:Connectingina Digital World”, McGraw-Hill Education.
3. Murphy,H.A.,Hildebrandt,H.&Thomas,J.P.,EffectiveBusiness Communication. McGraw Hill.
4. MukerjeeH.S.,BusinessCommunication:ConnectingatWork.Oxford Publication
5. Boove,C.L.,Thill,J.V.&Raina,R.L,BusinessCommunicationToday, Pearson.

References:

1. Rao,M.T.(2023)MinorHints:LecturesDeliveredtoH.H.theMaharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. GettingReadyfortheRealWorld:HBR,2020:TheScienceofStrong Business Writing. <https://hbr.org/2021/07/the-science-of-strong-business-writing>

ReflectiveExercisesand Cases:

1. ReviewofBharatMuni'sNatyaShastra(Rasa,Sahridayata&Sadharanikaran)
2. Preparingoncurriculumvitae/resumeandcoverletter
3. Readingofannualreports
4. TheFutureofInternalCommunication|RitaLinjuanMen,ShannonA.Bowen
| Business Expert Press| BEP336-PDF-ENG |
<https://hbsp.harvard.edu/product/BE.P336-PDF-ENG>

Model curriculum for UG Degree in BBA

5. Change Management and Internal Communication [Rita Linjuan Men, Shannon A. Bowen] Business Expert Press [BEP334-PDF-ENG]
<https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
6. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages [Tsedal Neeley, Tom Ryder] Harvard Business School [416046-PDF-ENG]
<https://hbsp.harvard.edu/product/416046-PDF-ENG?>
7. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
<https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
8. Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

Course Outcomes:

1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.