



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001041

Course / Subject Name : Business Communication

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

Prerequisite:	UG Course
Rationale:	Effective business communication is vital for organizational growth and success. Further, it also helps to create a positive work environment that fosters a culture of good teamwork at the intra-departmental and inter-departmental level. Effective business communication with all stakeholders beyond the organization brings goodwill and a better brand image to the organization and fosters long term relations. By learning the art and skill of business communication, the Business Administration students who are meant to anchor overall business for productivity and growth, will be able to demonstrate to all individuals, the importance of qualitative communication that also enhances one's own self confidence and self-worth.

Course Outcome:

After Completion of the Course, Student will able to:

No.	Course Outcomes	RBT Level
CO1	Remember the basic principles and format of various types of business communication	Remember
CO2	Understand managerial communication techniques for the different audience	Understand
CO3	Understand the strategies for improving organizational communication and business correspondence	Understand
CO4	Apply interview and meeting etiquettes to enhance business communication	Apply

**Revised Bloom's Taxonomy (RBT)*

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	P	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001041

Course / Subject Name : Business Communication

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Nature and scope of communication : <ul style="list-style-type: none">• Definition and importance• Functions• Process• Types : Verbal and non-verbal, Formal and informal• Communication Networks• Communication as an enabler to Managerial roles• Barriers to Communication	10	20 %
2.	Effective Managerial Communication : <ul style="list-style-type: none">• Appropriate Communication Styles• Audience centered approach• Understanding Inter-cultural Communication• Commitment to ethical communication• Flow of communication for effectiveness• Proficiency in Communication Technology Strategies for improving organizational communication : <ul style="list-style-type: none">• Encourage open feedback• Use simple language• Avoid overload• Walk the talk• Be a good listener	14	30 %
3.	Business Correspondence : <ul style="list-style-type: none">• Basic Principles• Types of Business Letters• Common components of Business letters• Strategies of writing the body of the letter• Writing Circulars, Memos, Notices etc.	10	25 %
4.	Interviews, Meetings and Group Discussions : Interviews : <ul style="list-style-type: none">• General preparation for an Interview• Getting prepared for various types of interview questions• Important non-verbal aspects	11	25 %



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001041

Course / Subject Name : Business Communication

	<ul style="list-style-type: none">Building and updating one's resume <p>Meetings:</p> <ul style="list-style-type: none">Etiquettes of attending meeting and contributing to the agenda <p>Writing Minutes of Meeting</p>		
5	Practical: Students should be given the activity to write different letters, each for a different business purpose and analyse them in terms of how they are different from each other, what are their similarities, why do you think that they have been well written and what are the improvements required to be made. Faculty member should organize Group Discussions for the students and observe the improvements over a period of time. Students should be shown videos of Business Meetings and ask them to make notes on Quality of content of points discussed, how well each member played his / her role and what was your take on the effectiveness of the meeting. Role plays should be taken for Mock interview, business meeting, formal and informal meetings, etc.	15	NIL
	TOTAL	60	100%

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	50	30	0	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Business Communication	Meenakshi Raman, Prakash Singh	Oxford University Press Eight impression, 2016 ISBN-13:978-0-19-807705-3 ISBN-10: 0-19-807705-X
2	Business Communication – Concepts, Cases and Applications	P D Chaturvedi, Mukesh Chaturvedi	Pearson Education First Impression, 2006 ISBN:81-317-0172-7



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001041

Course / Subject Name : Business Communication

(b) Software/Learning Websites

“How to structure your Business Communication to Motivate Action” by IIM Bangalore

Link: https://www.youtube.com/watch?v=35cDM_rp9fc

Suggested Project/Practical Activity for PA: (50 Marks)

Students should be given the activity to write different letters, each for a different business purpose and analyse them in terms of how they are different from each other, what are their similarities, why do you think that they have been well written and what are the improvements required to be made. Faculty member should organize Group Discussions for the students and observe the improvements over a period of time. Students should be shown videos of Business Meetings and ask them to make notes on Quality of content of points discussed, how well each member played his / her role and what was your take on the effectiveness of the meeting. Role plays should be taken for Mock interview, business meeting, formal and informal meetings, etc.

CO- PO Mapping:

Semester-2	Business Communication				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	1	3	-	-	2
CO2	2	1	-	-	2
CO3	1	2	-	-	2
CO4	1	1	-	1	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.