



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-3 (BBA)

Subject: Business Communication - BBAXX13207

Type of course: AEC (Ability Enhancement Course)

Prerequisite: NA

Rationale:

Effective business communication is the cornerstone of organizational success, fostering clarity, cohesion, and collaboration among stakeholders. By articulating ideas succinctly and strategically, it ensures alignment with objectives, enhances decision-making, and cultivates trust within and beyond the company's ecosystem.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
2	0	0	2	50	20	30	100

Legends: CI-Classroom Instructions; T— Tutorial; P - Practical; C — Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V — Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

2 Credits * 25 Marks = 50 Marks (each credit carries 25 Marks)

SEE 50 Marks will be converted into 25 Marks

CCE 50 Marks will be converted into 25 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr.No	Course content	Hrs.	% Weightage
1	Business communication: an introduction Introduction, role of communication in business, Definitions of communication, Purpose of communication, 4 Types of Business Communication and How They Benefit Your Business, Upward communication, Strengths of upward communication: Weaknesses of upward communication: Downward communication, Lateral communication, External communication, Business communication channels, How business communication impacts your company's success	08	25 %
2	Communication And Technology The Role Of Technological Advancement, Communication Network, Features Of Networking, Advantages Of Networking, Intranet, Internet, Teleconferencing, Videoconferencing, Benefits Of Employee Performance Evaluation, Performance Evaluation Methods: 5 Key Methods To Consider, Performance Evaluation Process And Tips: 3 Key Steps, Tips To Have A Smooth Performance Evaluation Process	08	25 %
3	Communication And Organizations In Context: Organizational culture and communication, what is organizational culture? levels of organizational culture, major models of organizational culture, The cultural web, Corporate cultures, Hall's compass model Information and communications technology (ICT) in organizations Organizational structure and communication.	08	25 %
4	Written Communication In Organizations Business writing: planning and organizing, Effective writing style, Effective design and visual aids, Effective business documents, way to approach business writing? Planning is more than the text, why is structuring information so important in business communication? defining objectives, when the objective is to persuade	08	25 %



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1.	Professional Blogging: Students have to create a professional blog by focusing on the topics related to Business Communication. They have to write posts sharing insights, analyses, or best practices and share the link on GMIU Web Portal.	10
2.	Firm Visit: Students have to Visit Firm or Companies which are close to their region and Identify the importance of Business Communication in the life of Employees. Students have to prepare a Questionnaire interviewing Employees of firm regarding their Business Strategies, Experience, and Work Environment, How they use Technology in Business etc and upload the final document with answers and Company Name on GMIU Web Portal.	10
3.	Crafting Business Documents: Students have to compose a business document regarding any project by adding details of the project, Requirement, Budget, Objectives etc and Upload the document on GMIU Web Portal.	10
Total		30

Suggested Specification table with Marks (Theory):50

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	30%	30%	00	00	00

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Inculcate a comprehensive understanding of the role, types, channels, and impact of business communication.
CO2	Utilize Technology tools to create, deliver and manage business communication.
CO3	Implement the principles to ensure clear, effective and efficient information flow within a business context.
CO4	Craft Professional Business documents that meet organizational standards and effectively convey information.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "Business Communication: Polishing Your Professional Presence" by Barbara G. Shwom and Lisa Gueldenzoph Snyder
- [2] "Effective Business Communication" by Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas
- [3] "Business Communication Essentials" by Courtland L. Bovee and John V. Thill
- [4] "Excellence in Business Communication" by John V. Thill and Courtland L. Bovee
- [5] "Business Communication: Process and Product" by Mary Ellen Guffey and Dana Loewy

