

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A.: I Semester

Business Communication - I
(w.e.f. 2019-20 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Identify and Use various forms of oral communication skills such as Speech, Presentation, Group Discussion, Interview and Corporate Communication
2. Adapt to the speech structures and develop the speech outline.
3. Deliver the Speech and Presentation to audience without any anxiety.
4. Illustrate the techniques of Employment Communication such as Resume Writing, Cover Letter writing and Interview Techniques.
5. Understand and Use the Internal and External Corporate Communication Channels in the Digital World.

MODULES	Syllabus	HOURS
Module I	Introduction <ul style="list-style-type: none">• Meaning and Definition, Functions of Communication• Communication Networks, Communication Process• Miscommunication, Effectiveness in Managerial Communication	4
Module II	Public Speaking and Group Discussion <ul style="list-style-type: none">• Public Speaking:- Developing Courage and Self Confidence, Self Confidence Through Preparation, Outlines for Speech, Improving Memory, Essential Elements in Successful Speaking, Secrets of Good Delivery, Platform Presence and Personality, Starting a Speech, Ending a Speech, making the Meaning Clear, Interest the Audience, Improve your Vocabulary.• Group Discussion:- Introduction and Meaning of GD, Guidelines for GD, Role Function in GD, Types of GD, Role people play in GD, Critical success factors in a GD.• Types of Speech:- Extempore, Debate, Prepared Speech.	12

Module III	Presentation Skills For Managers <ul style="list-style-type: none"> • Preparing your content:- Before you Start your Research, Starting your Research, managing your Information, Converting your Research into Outline, Writing your Script. • Designing of Presentation:- Converting the Content into Slide Preparation, The Three keys to setting up a great slide presentation- (Layout, Consistency, Color). • Delivery of Presentation:- Butterflies, Setting Up, First Impression, Delivery (Body language, Movement, language), Presentation Technicalities. • Handling questions and Other Delivery issues 	12
Module IV	Job Interviews and Resumes <ul style="list-style-type: none"> • Parts of Resume Writing:- Section and Relevant Information, Tailoring the content of Resume for a job, Formatting your Resume (Layout and Distribution types), The Cover Letter (Importance, Details and Format) • Job Interviews:- Meaning of Job Interview, Types of Interview, General Preparation for an Interview, types of Interviewing Questions, Important Non Verbal aspects of Interview. 	12
Module V	Employee Communication in Digital Age <ul style="list-style-type: none"> • Introduction and Meaning • Various Media for Internal Communication (SNS, Intranet, YouTube, Goggle hangouts, Skype and webcasts) 	08
Module VI	Corporate Communication Channel <ul style="list-style-type: none"> • Corporate Website • Facebook, Twitter, LinkedIn, YouTube Accounts • Corporate Blog 	12

TEXT BOOKS:

1. Business Communication - By Meenakshi Raman and Prakash Singh, OXFORD University Press
2. Presentation Skills For Managers - By Jennifer Rotondo and Mike Rotondo

REFERENCE BOOKS:

1. Business Communication - By P.D. Chaturvedi, Mukesh Chaturvedi, Pearson publication
2. How to Develop Self-Confidence And Influence People - by Dale Carnegie, Pocket Books Publication