

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A.: II Semester

BUSINESS COMMUNICATION II
(w.e.f. 2019-2020 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. To distinguish among various levels of Organizational Communications and communication barriers while developing an understanding of Communication as a process in an organization.
2. To draft effective business correspondence with brevity and clarity. To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
3.
 - Identify key reference documents to help guide the structure and style of your report or proposal.
 - Describe the connection between proposals and reports.
 - Plan and organize a report or proposal by clearly stating your purpose as the writer, assessing the reader's identity and needs, and formulating the main message of your document.
 - Develop an outline that arranges your main ideas in support of your purpose and main message;
4. Students will be able to make use of various new advanced technologies for making Business related Communication.
5.
 - Students will be Effectively and efficiently run a meeting (executive, general, committee, one on one).
 - Take appropriate actions/complete needed tasks before, during, and after meetings.

Syllabus

UNITS	Syllabus	HOURS
MODULE I	<p>Business Messages</p> <p>Determining the Purpose of Your Message: Inform, Persuade & Good Will</p> <ul style="list-style-type: none"> ● Routine and Positive Messages in the Workplace ● Negative Messages in the Workplace ● Persuasive Messages in the Workplace 	9
MODULE II	<p>Business Writing Skills</p> <ul style="list-style-type: none"> ● Seven C's of Effective Writing ● Selecting the Best Words for Your Message ● Using Nondiscriminatory Language in Business Communication ● Using Active Verbs and Active Voice in Business Communication ● Writing Effective Sentences for Business Communication ● Crafting Strong and Coherent Paragraphs in Business Communication ● Structuring and Organizing Your Message ● Visual Design of Your Message: Consistency, Balance, Restraint & Detail ● How to Write a Letter of Recommendation ● How to Write a Business Thank You Letter 	9
MODULE III	<p>Business Reports and Proposals</p> <ul style="list-style-type: none"> ● Proofreading Your Message for Spelling, Grammar, Accuracy & Clarity ● Revising Your Message for Errors, Conciseness & Readability ● Informational and Analytical Reports: Definition and Uses 	11

	<ul style="list-style-type: none"> ● The Planning Processes for Informational and Analytical Reports ● Executive Summaries in Business Reports and Proposals ● Collaborative Wikis: Use, Advantages and Challenges 	
MODULE IV	<p>IT Enabled Communication</p> <p>Importance of Using Communication Technology</p> <ul style="list-style-type: none"> ● Using Electronic Channels of Communication ● Writing Effective E-mails in the Workplace: Formality, Content, Language and Format ● Search engine (Presentations) 	7
MODULE V	<p>Corporate Meetings</p> <ul style="list-style-type: none"> ● Guidelines for using instant and text messages in workplace ● Elements of Successful Meetings <ul style="list-style-type: none"> ○ Types of Business Meetings – Formal and Informal Meetings ○ Preparing, Conducting and Contributing to Productive Meetings ○ Virtual Meetings (Conference Call, Video Conferencing) ○ Technologies for group communication and collaboration ○ Elements of Effective Communication in Workplace ● Leading Productive Meetings <ul style="list-style-type: none"> ○ Creating a Practical Meeting Agenda ○ How to run a purposeful meeting ○ Writing the Minutes of Meeting ○ Audience Centered Communication 	18

	<ul style="list-style-type: none">○ Facilitation Techniques for Leading an Effective Meeting○ Using PowerPoint Effectively in Business Meetings● Statutory Meetings as per Companies Act● Memo writing● Presentations● Practical (Lab)	
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TEXT BOOKS:

1) Business Communication

By Meenakshi Raman and Prakash Singh, OXFORD University Press.

2) Business Communication

By Rai and Rai, Himalaya Publications.

3) Business Communication

By P.D. Chaturvedi, Mukesh Chaturvedi, Pearson publication.