



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (IEV), 3rd Semester

Subject Name: Business Communication

Subject Code: 1539401

**With effective
from academic
year 2019-20**

Learning Outcomes: After studying this, Students will have acquaintance to the basic concepts and techniques of communication and can use communication as a tool to do in-depth analysis of business problem and thereby increasing business sustainability

Course Duration: The course duration is of **20 sessions of 60 minutes each.**

Course Content:

Unit No	Content	No. of Sessions	50 Marks (External Evaluation)
I	Effective Communication in Business <ul style="list-style-type: none">• Importance and benefits of effective communication• Components of communication• Concepts, Problems & Forms of Communications• Communication process• Verbal & Non-verbal Communication,• Barriers to Effective Communication, Overcoming Communication Barriers• Seven C's of effective Communication	10	25
II	Forms of Communication in Written mode <ul style="list-style-type: none">• Planning steps for effective writing,• Formal Communication (Letter/E-mail) - Routine letters, Internal Communication, complaint letters, sales letters, collection/dunning letters & Memos,• Press Release,• Persuasive written messages,• Writing Business Reports and Proposals• Kinds of Meetings, Solving problems in meetings and groups, Planning the meeting, Procedures during meeting, Participant responsibilities in meetings, Minutes of Meeting	10	25

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

Evaluation: Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 30 Marks)
	<ul style="list-style-type: none">• Continuous Evaluation Component	20 marks



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (IEV), 3rd Semester

Subject Name: Business Communication

Subject Code: 1539401

With effective
from academic
year 2019-20

	(endorsed by mentors)	
	• Class Presence & Participation	05 marks
	• Quiz	05 marks
B	Mid-Semester examination	(Internal Assessment-20 Marks)
C	End –Semester Examination	(External Assessment-50 Marks)

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Lesikar	Business Communication	McGraw-Hill Publishing	11th, Latest Edition
2	P. D. Chaturvedi & Mukesh Chaturvedi	The Art & Science of Business Communication	Pearson	Latest
3	Lehman	B. Com (Business Communication)	Cengage	2011, Latest
4	Meenakshi Raman & Prakash Singh	Business Communication	Oxford University Press	Latest Edition
5	Murphy, Hildebrandt & Thomas	Effective Business Communication	McGraw-Hill Publishing	Latest Edition
6	Rajeesh Vishwanathan	Business Communication	Himalaya	2010, Latest
7	Mohan, Krishna and Banerji, Meera	Developing Communication Skills	Macmillian	Latest Edition
8	M. Monipally	Business Communication Strategies	McGraw-Hill Publishing	Latest Edition
9	Chaturvedi, P. D. and Chaturvedi, Mukesh	Business Communication, Concepts, Cases and Applications	Pearson Education	Latest Edition
10	Raman, Meenakshi and Sharma, Sangeeta	Technical Communication: Principles and Practice	Oxford University Press	Latest Edition
11	Kaul, Asha	Business Communication	Prentice Hall of India	Latest Edition
12	Koneru Arun	Professional Communication	McGraw-Hill Publishing	Latest Edition
13	Boone, Kurtz, & Block	Contemporary Business Communication	Wiley Publication	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.