



University of

Kerala

Discipline	Communicative English				
Course Code	UK4DSCECE200				
Course Title	Business Communication				
Type of Course	<b>DSC</b>				
Semester	IV				
Academic Level	200-299.				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours			4
Pre-requisites	1. 2.				
Course Summary	The course aims to accomplish the skills required for business arena. It helps to practice English which is used in real business situations.				

**Detailed Syllabus:**

Module	Unit	Content	Hrs
<b>I</b>		<b>Module1- Introduction</b>	<b>12</b>
	1	<b>Business language – how to begin- interrupt- organize- control a meeting</b>	
	2	Getting and giving information- reply to an information shared- agreeing – disagreeing- refusing- expressing an opinion	
	3	Etiquettes- Greetings, Farewells, Invitation, Giving requests, advice, suggestions, apologies, regrets, gratitude	
	4	Conversations: Asking way, making accommodations in hotels, Telephone conversations	
<b>II</b>		<b>Module II Office Regulations and Procedure</b>	
	5	Starting a job in a company-asking for information on a company- conversations between receptionist and visitor, customer- care interactions	
	6	Planning ahead, making arrangements, recruiting, advertising, interviewing	

	7	Presentations- elements of presentation- designing a presentation- using visual aids- appearance and postures-preparations for successful presentations, answering questions	
	8	Meetings- running a meeting, controlling a meeting, evaluating of a meeting, question- group discussions	
<b>III</b>	<b>Office writings</b>		<b>12</b>
	9	Letters- business letters format and conventions,	
	10	Memoranda – purpose of writing memo, parts of a memo, format.	
	11	Agenda, Minutes, Emails- short message service- teleconferencing- video conferencing	
	12	Report writing- types of business reports- characteristics and purpose of a good report, guiding principles of writing reports, preparing a report, structure of a report.	
<b>IV</b>	<b>Preparations for a job and interview</b>		<b>12</b>
	13	Job advertisements.	
	14	Applying for a job- Writing application letters, C V, Resume	
	15	Interviews- Preparations for an interview- researching organization- the responsibilities, things to do on the previous day- frequently asked questions during a job interview, how to communicate with confidence Telephonic interviews- do's and don'ts.	
	16	Nonverbal factors- dress, punctuality, body language, eye contact, sitting postures, smiles	
<b>V</b>	<b>Learning Activity</b>		<b>12</b>
		Divide the students into pairs or groups- provide situations to practise what they have learned. Practise presentations with PPTs.	

### Reading Materials

Alred, Gerald J., Charles T Brusaw, and Water Oliu. *The Business Writer's Handbook*, 6<sup>th</sup> ed. New York: St Martin's 2000

Cypress, Linda. *Let's Speak Business English*. Hauppauge, NY: Barron's Educational series, 1998.

Guffey, Mary Ellen. *Business Communication: Process and Product*. 3<sup>rd</sup> ed. Cincinnati: South-Western College Publishing, 2000.

Piotrowski, Maryann V. *Effective Business Writing*. NY: Harper Collins, 1996.

Raman, Meenakshi, and Prakash Singh. *Business Communication*. New Delhi: Oxford University Press, 2006.

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Overcome inhibitions about communicating in business life situations	U, R, Ap, E	1,4,7,8
CO-2	Develop proficiency in business communication	U, R, Ap, C	1,4,7,11
CO-3	Able to have a knowledge of the soft skills needed for business communication	Ap, E, C	1,4,7,11
CO-4	Meet the professional needs.	Ap, An, C	1,4,7

**R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create**

**Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial(T)	Practical (P)
1	CO-1	2,4/1,4,7,8	U, R, Ap, E	F, C, P	L	
2	CO-2	4,5/1,4,7,11	U, R, Ap, C	F, C,P, M	L	
3	CO-3	4,6/1,4,7,11	Ap, E, C	F, C, P	L	
4	CO-4	4,5,6/1,4,7	Ap, An, C	F, C, P	L	

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PSO1	PSO4	PSO7	PSO 11	PO2	PO4	PO5	PO6
<b>CO 1</b>	2	1	1	1	2	3		
<b>CO 2</b>	2	2	1	1		1	2	
<b>CO 3</b>	2	1	2	1		2		2

<b>CO 4</b>	2	2	2	-		3	1	2
-----------------	---	---	---	---	--	---	---	---

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

**University of Kerala**

Discipline	<b>COMMUNICATIVE ENGLISH</b>
Course Code	UK4DSCECE201