

Mandatory Course 9: Business Communication- I

Course Type:	SE: Skill enhancement course	Course Credits:	4
Course Code:	C1SE502	Course Duration:	60 Hours

Course Objectives:

- This course aims to develop students' professional communication skills across verbal, non-verbal, written, and digital platforms. It equips learners to confidently interact in diverse business contexts while fostering cultural awareness, ethical sensitivity, and personal branding.

Course Outcomes:

- CO1: Understand Explain the fundamentals and significance of communication in business, including models, types, and barriers.
- CO2: Apply principles of effective verbal, non-verbal, and written communication in professional and business contexts
- CO3: Analyze the influence of appearance, grooming, and social etiquette on professional image and business relationships.
- CO4: Evaluate and adapt communication strategies for diverse cultural, digital, and ethical contexts in global business environments.
- CO5: Create impactful resumes, business presentations, and digital profiles tailored to industry expectations.

Unit / Module	Content	CO Mapping	Hours Assigned
1	Foundations of communication: Significance, Types, Process and barriers to communication (Introductory Part). Models. Importance and Objectives and scope: Why communication is critical in business, Key purposes: Information sharing, decision-making, coordination, motivation, etc. Types of Communication: Formal, Informal, Internal, External. Barriers to Effective Communication and Overcoming Them, 7 Cs of Effective Communication.	CO1	4

	Features of Business Communication, Process of communication.		
2	<p>Significance of Appearance : Role of Physical Appearance, Link between attire, self-image and confidence. Visual communication as part of non-verbal cues. Types of Business Dress Suits : Formal Attire, Business casuals, Smart casuals, Industry Specific Attire. Grooming and Personal Hygiene : Neatness and cleanliness, hair, Nails, Make up and perfume etiquettes. Dress and Gender Sensitivity: Gender neutral Dressing Guidelines, Sensitivity to workplace diversity and inclusion. Attire for Business situations (Interviews, Client Meetings, Business Dinners and Social Events, Online meetings and virtual etiquettes. Do's and Don'ts for workplace dressing.</p>	CO1, CO2, CO3	6
3	<p>Listening Skills: Importance, Difference between Listening and hearing (Case study), Types of listening, Barriers to listening and techniques to improve listening, Note Writing. Business Applications for listening skills: Interviews and Meetings, Negotiation and Conflict Resolution, Customer and client interactions, Cross cultural challenges (Role Plays). Tools: Ted Talks, Pod casts, Use of Available AI tools to analyse listening.</p>	CO1, CO2, CO4	6
4	<p>Effective Speaking: Clarity and conciseness in speaking, Organization of thoughts into speech, Adequate choice of words. Understanding Audience, Speech and tone of speech. Practicing Articulation. Selection of Content for speech(News Paper Articles).</p>	CO1, CO2	6

	Types of Managerial Speech: Introductory Speech, Briefing Speech, Reporting Speech, Thematic Speech, Vote of thanks.		
5	<p>Non Verbal Communication:</p> <p>Introduction and significance, Comparison with verbal communication, Mehrabian's Rule.</p> <p>Types of Non Verbal Communication: Kinesics, Proxemics, Haptic, Paralanguage, Chronemics, Artefacts and Symbolism.</p> <p>Expression of emotions and relationships, Regulating Interaction flow.</p> <p>Barriers to Interpreting Non Verbal communication; Misreading Body Language, Over reliance on gestures, Cultural Bias and Assumptions.</p> <p>Case Studies, Observation, Self Assessment of personal non verbal habits, Video Analysis of non verbal cues.</p>	CO1,CO2	6
6	<p>Cross Cultural Communication</p> <p>Defining culture and its impact on communication, High-context vs. low-context cultures (Edward Hall) Hofstede's Cultural Dimensions Theory Trompenaars' cultural value frameworks, Understanding Cultural Intelligence (CQ): Cognitive, Physical, Emotional Cultural adaptation vs. cultural empathy Barriers to cross-cultural communication Avoiding stereotyping, ethnocentrism, and cultural bias.</p> <p>Communication etiquette across cultures (e.g., greetings, meetings, decision-making)</p> <p>Cross-cultural presentations, emailing, and negotiations Global virtual communication and remote team challenges.</p> <p>Introduction to business ethics and communication ethics Honesty, transparency, and fairness in messaging Confidentiality, plagiarism,</p>	CO1, CO4	6

	and data privacy Whistleblowing and ethical dilemmas in communication. Navigating legal and cultural norms in international communication.		
7	<p>Business Writing</p> <p>Introduction and scope of business writing. Grammar, Punctuation, and Sentence Structure, Tone, Language, and Formality in Writing, Active vs. Passive Voice, Avoiding Common Errors in Business Writing.</p> <p>Business Correspondence: Letters, Language and etiquettes. Email and Digital Communication: Professional Email Format and Structure, Subject Lines, Attachments, Sign-offs, Email Etiquette and Netiquette, Writing Instant Messages and Chats in a Professional Context.</p> <p>Writing Memos, Notices, Circulars, Business Reports : Prewriting, Drafting, revising Writing Style, Clarity Conciseness and Formal tone, Avoiding jargon, bias and redundancy. Writing Minutes of meeting.</p>	CO1, CO2, CO5	8
8	<p>Presentation Skills</p> <p>Importance and Significance of presentation skills in Business. Audience Analysis and purpose of presentation.</p> <p>Structure of Presentation and Time management for each section. Verbal and Non Verbal Delivery.</p> <p>Visual Aids and Technology: Designing Effective Slides (PowerPoint/Google Slides) Use of Visuals: Graphs, Charts, Images, Info graphics, Slide Design Principles: Simplicity, Contrast, Font Size, Colour Use, Tools: Clickers, Laser Pointers, Whiteboards, Remote Presentations</p> <p>Engaging the Audience: Voice Modulation, Pacing and Pausing, Eye contact, Posture and Body language. Ice Breaking – Hook Question, Data, story. Closing with Impact, recap, call to action.</p>	CO1, CO2, CO5	6

	Handling stage fright, Effective use of humour and anecdotes. Handling questions, dealing with interruptions and distractions, Using tools, Online polls.		
9	Resume Writing Importance of resume in the Job Market, Recruiters expectations and anticipation. Types of resumes; Chronological, Functional, combination Structure and content: Contact Info, Objectives and Summary, Academic credentials and Projects and live cases, accomplishments, quantifying achievements with metrics (STAR method), Impact Statements and power verbs. Font types, Layout and file types. Industry Specific Customization: Banking & Finance, Operations and Supply Chain, IT and Analytics, Marketing and Sales. Keywords and ATS(Application Tracking System). Linked In and social media profiles alignment. Peer Review, Proof reading techniques, Final draft and submission.	CO1, CO5	6
10	Social Media and Digital Communication Overview: LinkedIn, X (Twitter), Instagram, YouTube, Threads, etc. Platform-specific communication styles Audience targeting and engagement. Personal Branding on Social Media: Crafting a professional digital presence, LinkedIn optimization: Profile, posts, recommendations, Building authority and engagement through content, Networking and thought leadership. Social Media Strategy for Business, Setting goals and KPIs, Content creation and planning, Brand voice and storytelling, Tools for scheduling, analytics, and reporting.	CO1, CO4, CO5	6

	Ethics, Privacy, and Legal Issues, Misinformation and fake news, Cyber bullying and trolling, Intellectual property and content rights, Responsible influencer and brand collaborations		
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Text Books:

1. Business Communication: Concepts, Cases and Applications | P.D. Chaturvedi & Mukesh Chaturvedi | Pearson | Latest
2. Business Communication Today | Courtland L. Bovee & John Thill | Pearson 14th/15th Ed
3. Basic Business Communication: Skills for Empowering the Internet Generation | Raymond V. Lesikar & Marie Flatley | McGraw Hill | 11th Ed.
4. Effective Business Communication | Herta Murphy, Herbert Hildebrandt | McGraw Hill | Latest
5. Communication for Business | Shirley Taylor | Pearson 4th Ed. |

Reference Books

1. The Nonverbal Advantage: Secrets and Science of Body Language at Work by Carol Kinsey Goman Berrett-Koehler - For Non-verbal Communication
2. Cross-Cultural Business Behavior by Richard R. Gesteland, Copenhagen Business School - Cross-cultural Communication
3. Intercultural Communication in the Global Workplace by Linda Beamer & Iris Varner, McGraw Hill
4. Harvard Business Review on Communicating Effectively, Harvard Business Press Case-based reading
5. Digital Body Language by Erica Dhawan, St. Martin's Press - For online & virtual etiquette
6. Business Communication for Managers by Penrose, Rasberry & Myers Cengage - Learning Managerial communication focus

Suggested Online Resources - TED Talks and Podcasts: For Listening Skills & Public Speaking