

| GANPAT UNIVERSITY  |  |             |              |                 |  |  |         |           |       |
|--|--|-------------|--------------|-----------------|--|--|---------|-----------|-------|
| FACULTY OF MANAGEMENT STUDIES  |  |             |              |                 |  |  |         |           |       |
| Programme  |  | MBA         | Branch/Spec. |                 | Innovation, Entrepreneurship & Venture Development |  |         |           |       |
| Semester   |  | I           |              |                 | Version  |  | 1.0.0.0 |           |       |
| Effective from Academic Year   |  |             | 2026-27      |                 | Effective for the batch Admitted in                |  |         | July 2026 |       |
| Subject code   |  | ICC501BCN   |              | Subject Name    |  | <b>BUSINESS COMMUNICATION AND NETWORKING</b> |         |           |       |
| Teaching scheme  |  |             |              |                 | Examination scheme (Marks)                         |  |         |           |       |
| (Per week)   |  | Lecture(DT) |              | Practical(Lab.) |  | Total  |         |           |       |
|  | L  | TU          | P            | TW              |  |  | CE      | SEE       | Total |
| Credit   | 3  | 0           | 0            | 0               | 3  | Theory                                       | 50      | 50        | 100   |
| Hours  | 3  | 0           | 0            | 0               | 3  | Practical                                    |         |           |       |
| Pre-requisites:  |  |             |              |                 |  |  |         |           |       |
| Objective: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication. |  |             |              |                 |  |  |         |           |       |
| Course Outcome: After learning this Course, students will be able to;  |  |             |              |                 |  |  |         |           |       |
| CO-1: Learn various concepts and barriers in business communication.   |  |             |              |                 |  |  |         |           |       |
| CO-2: Understand the importance of specifying audience and purpose and to select appropriate communication choices   |  |             |              |                 |  |  |         |           |       |
| Co-3: Evaluate various communication parameters i.e. cross cultural, ethical issues and mass Communication.  |  |             |              |                 |  |  |         |           |       |
| CO-4: Analyse the situation, shows professionalism and displays a good Code of conduct at the workplace according to the need.   |  |             |              |                 |  |  |         |           |       |
| CO-5: Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and  |  |             |              |                 |  |  |         |           |       |
| CO-6: Learn the professional approach in business networking.  |  |             |              |                 |  |  |         |           |       |
| Theory syllabus  |  |             |              |                 |  |  |         |           |       |
| Unit   | Content  |             |              |                 |  |  |         |           | Hrs   |
| 1  | Concepts of Communications: Definition, Types, Objectives, Characteristics and Process of Communication, Barriers to Effective Communication, Overcoming Communication Barriers and Roadblocks   |             |              |                 |  |  |         |           | 5     |
| 2  | Forms of Communication: (a) Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents; E-mail: How to make smart e-mail (b) Non-verbal Communication, Manners and etiquette, Body Language, Paralanguage, Proxemics, Chronemics, SignLanguage (c) Oral Communication: Art of Public Speaking, Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play. Role of Verbal & Non-verbal Symbols in Communication<br>Writing a Summer Project Report and Research Report, Applications of Communication in Report writing, Interview and Negotiation |             |              |                 |  |  |         |           | 10    |
| 3  | Important Parameters in Communication: (a) The Cross Cultural Dimensions of Business Communication (b) Technology and Communication, (c) Ethical & Legal Issues in Business Communication, (d) Mass Communication: Concept, Advertisements, Publicity, and Press Releases.<br>Media Mix, Public Relations, Newsletters.  |             |              |                 |  |  |         |           | 10    |

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| 4                      | Spoken Communication: Public speaking, Handling the Media, Meetings and organizational communication- Internal and external, Handling questions from the audience, conducting Webinar.   | 5  |
| 5                      | Introduction to Pitch Decks Presentation & Storytelling-The Elevator Pitch-Content and Deck Details-PowerPoint Deck Design Tips, Marketing and Sales Strategy for Pitch deck-Revenue and Business Model, Early Traction and Milestones, Competition, Wealth Pitching and Fundraising - Financial Projection          | 10 |
| 6                      | Business Networking: Introduction, Benefits of Networking, Quality vs. Quantity in Networking, Networking for New Opportunities, Networking for Professional Partnerships, Local and In-Person Networking, Online Networking, How Introverts Can Network, Maintain Your Connections, Long-Term Networking Strategies | 5  |
| <b>Reference Books</b> |  |    |
| 1                      | Scot, O. (2004), Contemporary Business Communication, Biztantra, New Delhi.  |    |
| 2                      | The Complete Guide to Pitching, Derek Johnson, Human Kinetics; 1st edition (7 September 2012)  |    |
| 3                      | Pitch Anything: An Innovative Method For Presenting, Persuading, And Winning The Deal: An Innovative   |    |
| 4                      | Methods for Presenting, Persuading and Winning, Oren Klaff, McGraw Hill Education; 1st edition (1 July 2017)   |    |
| 5                      | Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.  |    |
| 6                      | Ludlow, R. & Panton, F., The Essence of Effective Communications, PHI.   |    |
| 7                      | Adair, J. (2003), Effective Communication, Pan Mcmillan.   |    |
| 8                      | Thill, J. V. & Bovee, G. L. (1993), Excellence in Business Communication, McGraw Hill, NY.   |    |
| 9                      | Bowman, J.P. & Branchaw, P.P. (1987), Business Communications: From Process to Product, Dryden Press, Chicago.   |    |