

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Bachelor of Business Administration			Branch / Spec.		General		
Semester		II			Version		1.0.0.0		
Effective from Academic Year			2025-26		Effective for the Batch Admitted in				July 2025
Subject Code		BAEC101		Subject Name		Business Communication			
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	02	00	00	00	02	Theory	25	25	50
Hours	02	00	00	00	02	Practical	00	00	00

Pre-requisite:

Basic acquaintance with English Language and English Grammar

Objective:

To develop oral and written business communication skills to apply in a real business situation with confidence.

Learning Outcomes:

On successful completion of the course, the students will be able to:

- Proficiently employ business language tools to enhance communication and problem-solving skills in professional contexts.
- Acquire the essential knowledge and skills to navigate intricate communication situations, promote collaboration, and succeed in professional pursuits
- Gain skills for professional written communication, comprehensive business report creation, and productive meeting facilitation, enhancing business operations' efficiency and success.
- Handle various professional communication situations more impressively and effectively.

Mapping of PO-CO and PSO-CO:

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	1	1	1	2	1	1	3	2	2	2	1	1
CO2	1	1	2	1	2	1	1	1	2	2	3	3	1	2
CO3	2	1	1	1	1	1	1	1	2	1	2	2	2	1
CO4	1	1	1	2	1	1	1	1	2	1	1	2	2	1

Theory Syllabus

Unit	Content	Hrs.
1	Vocabulary and Verbal Ability: Business Idioms and Phrases, One Word Substitutes, Collocations, Word Analogies, Punctuation and Capitalism, Para Jumbles	10
2	Basics of Communication Skills: Definition and Principles of Communication, Process of Communication, Language as a Tool of Communication (7Cs of Communication), Types/ Media of Communication ((Formal - Informal, Verbal – Nonverbal, Visual, Electronic communication, and Barriers to communication with remedies and Flow of Communication	10
3	Business Writing Skills Business Letters: Sales Promotion, Enquiry and Reply, Order and Execution of an Order, Complaint and Adjustment. Business Reports: Importance of Reports, Types of Business Reports, Characteristics of Report, Structure of Report, and Reports by Individuals and by Committee. Meetings: Writing Notice, Agenda, and Minutes of Meeting	10
	Exam: Theory 100%, Numerical 0%	

Text Book:

Pal Rajendra, Essentials of Business Communication, S. Chand & Company. 2012
Reference Books:
Rai Urmila, English Language Communication Skills, Himalaya Publishing House.

	Raman Meenaksi & Sangeeta Sharma, Technical Communication: Principles and Practice, Oxford University Press. Rizvi M Ashraf, Effective Technical Communication, Tata McGraw-Hill Education.
Online Resource:	
	https://swayam.gov.in/explorer?searchText=Business+Communication: Effective Business Communication