

GANPAT UNIVERSITY																
FACULTY OF MANAGEMENT STUDIES																
Programme		Bachelor of Business Administration				Branch / Spec.		Marketing Management								
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