

Course Title	Business Communication
Course Code	BC105
Semester	I
Credits	4

Course Objective:

To develop effective written and oral communication skills, ensuring students can navigate everything from a traditional board meeting to a modern virtual interview with ease.

Unit –I

Definition – Methods – Types – Principles of Effective Communication – 7Cs of Communication - Barriers to communication – Identifying and Overcoming Barriers to Communication – theories of communication- audience analysis - - Business Letter – Layout - Full Block, Modified Block, and Semi-Block styles

Unit II: Employment Readiness & Sales Correspondence

Kinds of Business Letters – Interview –The Interview Life cycle - Interview Types: Stress, Panel, Technical, and AI-led Video Interviews - The STAR Technique (Situation, Task, Action, Result) for behavioral questions - Formal On boarding: Appointment, Acknowledgement, and Promotion letters - Trade Correspondence: Enquiries, Replies, Orders, and Sales letters -Handling Circulars and Customer Complaints.

Unit III: Practices in Business Communication

Crafting a Professional CV - Designing Functional vs. Chronological CVs - ATS (Applicant Tracking System) optimization for the digital age - The Art of the Persuasive Cover Letter – Group discussions – mock interviews- seminars

Unit IV: Internal Documentation & Reporting

Report Writing: Structure of Informative and Analytical reports Meeting Management: Agenda Setting: Prioritizing the "Need-to-Know" - Minutes of the Meeting (MoM): Recording resolutions

and action items - Internal Tools: Memorandum (Memo) writing and internal Notes - Office Orders and Administrative Circulars - Oral Communication Mastery - Pitch, Tone, and Velocity: Using your voice as a tool - Active Listening: The bridge to better collaboration - Public Speaking: Overcoming anxiety and structuring a pitch

Unit V: Digital Communication & Global Etiquette

Modern Communication Channels: Video Conferencing, Fax, and Websites - Email Etiquette (The Netiquette)- The hierarchy of CC vs. BCC and the 24-hour response protocol - Workplace Etiquette - Physical Decorum: Dress codes (Business vs. Smart Casual)- Digital Decorum: "Camera-on" protocols and muting etiquette in virtual meetings - Interpersonal Skills: Cross-cultural sensitivity and gender-neutral communication – cultural sensitiveness and cultural context.

Text Books:

1. Payal Mehra, Business Communication for Managers, Pearson (2016).
2. Pattan Chetty & M.S. Ramesh, Effective Business English and Correspondence.
3. N.S. Raghunathan & B. Santhanam, Business Communication, Margham.
4. Rajendra Paul and Korla Halli - Business Communication.

Reference Books:

1. R.S.N. Pillai and Bagavathi, Commercial Correspondence.
2. Dr. K. Sundar, Business Communication, Vijay Nicole Publication.

Course Outcomes:

Upon successful completion of this course, the student will be able to:

1. Apply fundamental communication principles (7Cs, barriers, active listening) and oral communication techniques (pitch, tone, velocity) to ensure clarity and effectiveness in diverse professional interactions.
2. Construct professional employment documentation (ATS-optimized CVs, persuasive cover letters) and demonstrate competency in various interview formats (traditional,

panel, AI-led) using structured techniques like STAR for behavioral responses and draft specialized stakeholder correspondence for banking, insurance, agency, and corporate governance contexts, adhering to conventional formats, regulatory requirements, and professional etiquette.

3. Develop internal organizational documents including informative and analytical reports, meeting minutes (MoM), memoranda, and administrative circulars with appropriate structure, tone, and actionable clarity.
4. Navigate digital communication landscapes effectively by applying email netiquette, video conferencing protocols (camera-on/muting etiquette), and 24-hour response standards while maintaining cross-cultural sensitivity and gender-neutral language.