



Program	Master of Business Administration (MBA)	Semester - 1
Type of Course	Ability Enhancement Course	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
2	-	-	2	25	-	-	-	75

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Communication in Organization: <ul style="list-style-type: none"> Importance of Communication Types of Communication Communication Process 7Cs of Communication Types of Non Verbal Communication Organizational Communication Networks Barriers to Effective Communication Ethics in Communication Legal Aspects of Business Communication 	10	33
2	Enhancing Listening and Speaking Skills <ul style="list-style-type: none"> Enhancing Listening and Speaking Skills · Listening-Active and Passive · Strategies for effective listening · Barriers to effective listening · Importance and types of oral communication · Public Speaking · Different types of speeches · Role of non-verbal communication · Interpersonal communication · Communication in Teams · Negotiation Skills · Social Media Communication 	10	33
3	Written Communication Skills <ul style="list-style-type: none"> Business Letter Writing and Types Email Writing Resume and Cover letters Business proposals Report writing Minutes of Meeting Notices and Memos 	10	34
Total		30	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Evaluate	Create
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the scope of communication and learn its importance and implication strategies.
CO2	Design an appropriate communication tool — business letters and reports, resume / CV for a given context.
CO3	Recommend the appropriate communication skills - personal communication, verbal and non-verbal, formal and informal in different business scenarios.
CO4	Determine and propose the appropriate use of different communication channels for collaborating in teams.

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	2	2	2
PO - 2	2	3	2	2
PO - 3	1	3	2	2
PO - 4	1	2	2	3
PO - 5	1	1	2	3

Reference Books

1.	Basic business Communication (TextBook) By Raymond V. Lesikar & M. E. Flatley-Publisher-TMH TMH latest
2.	2. B. Com By Lehman Carol M.; DuFrene Debbie D.; Sinha Mala; Walker Robyn C. cengage
3.	Effective Business Communication By Murphy, Hildebrandt & Thomas Tata McGraw- Hill Publishing Latest Edition