

Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BBA

Course: Business Communication

Course Code: ENG 101

Credit: 3

Semester: First

Lecture Hours: 48

Course Description

This course equips BBA students with essential communication skills necessary for success in a business environment. Emphasizing clarity, conciseness, and professionalism, the course covers key aspects of written, verbal, and non-verbal communication. Students will learn to prepare business documents, deliver effective presentations, and engage in successful interpersonal communication. Special focus will be given to the role of technology in communication and the impact of cross-cultural differences in the global business landscape.

Course Objectives

The Business Communication course aims to equip students with the skills to effectively convey ideas and information in professional settings through clear, concise, and culturally aware written, verbal, and digital communication.

Course Learning Outcomes

By the end of the course, students will be able to:

- Understand and apply fundamental principles of effective business communication.
- Develop professional writing skills, including emails, reports, and proposals.
- Have presentation and public speaking skills.
- Navigate and adapt to diverse communication styles, especially in cross-cultural settings.
- Utilize digital tools and platforms to enhance communication efficiency.
- Analyze real-world case studies to solve business communication challenges.

Course Contents

Unit 1: Introduction to Business Communication

LH 8

- Nature and importance of business communication
- The communication process and models (e.g., Shannon-Weaver model)
- Barriers to effective communication and overcoming them
- Ethical considerations in business communication

Unit 2: Written Business Communication

LH 10

- Principles of effective business writing: clarity, tone, and purpose
- Types of business correspondence: emails, memos, reports, and proposals
- Constructing resumes and cover letter
- Structuring documents: headings, bullet points, and visual aids
- Editing and proofreading techniques

Unit 3: Oral Business Communication

LH 8

- Developing and delivering business presentations
- Public speaking skills: managing nerves and engaging audiences

- Use of presentation software (e.g., PowerPoint, Prezi) and visual aids
- Pitching ideas and persuasive communication

Unit 4: Interpersonal and Group Communication **LH 7**

- Interpersonal communication in business settings
- Conflict resolution and negotiation techniques
- Effective communication in teams and meetings
- Leadership and communication

Unit 5: Cross-Cultural Business Communication **LH 7**

- The impact of cultural differences on communication
- Strategies for effective cross-cultural communication
- Adapting communication styles for diverse audiences
- Case studies of international business communication

Unit 6: Digital and Social Media Communication **LH 8**

- The role of technology in modern business communication
- Communicating through email, social media, and instant messaging
- Professionalism in online communication
- Video conferencing etiquette and best practices

Suggested Readings:

Adler, R. B., & Elmhorst, J. M. (2022). *Communicating at work: Principles and practices for business and the professions*. McGraw-Hill Education.

Cardon, P. (2020). *Business communication: Developing leaders for a networked world*. McGraw-Hill Education.

Carnegie, D. (2010). *The art of public speaking*. Phulchowki Books

Dwyer, J. (2020). *The business communication handbook*. Cengage Learning.

Guffey, M. E., & Loewy, D. (2022). *Business communication: Process and product*. Cengage Learning.

Thill, J. V., & Bovée, C. L. (2020). *Excellence in business communication*. Pearson.

Varner, I., & Beamer, L. (2011). *Intercultural communication in the global workplace*. McGraw-Hill.