

**Rajarshi Janak University**  
**Faculty of Management**

**Level: Bachelor**

**Program: BBA**

**Course: Practicum on Business Communication**

**Course Code: ENG 102**

**Credit: 1**

**Semester: First**

**Lecture Hours: 16**

**Course Description**

This 1-credit practicum provides students with a hands-on learning experience aimed at developing essential communication skills for professional business environments. Participants will acquire practical experience in utilizing business communication skills to effectively deliver messages in both written and oral forms within real-world contexts. Through interactive exercises, role-playing, and collaborative projects, students will engage in writing, presenting, and digital communication activities that mimic professional settings. The focus will be on enhancing writing, interpersonal, and presentation skills through ongoing feedback and reflection.

**Course Objectives**

The Business Communication practicum is designed to improve students' practical skills in professional communication within a business setting. Through interactive activities, real-world simulations, and group projects, students will gain proficiency in creating effective written, oral, and digital communications. This course bridges theory and practice, highlighting the importance of clarity, persuasion, and intercultural awareness. It encourages critical thinking, teamwork, and adaptability in various workplace communication scenarios. By mastering essential communication strategies, students will develop the confidence and skills necessary to excel in diverse business environments and succeed in various professional roles.

**Course Learning Outcomes**

After the completion of the course, the students will be able to:

- Develop and deliver clear messages.
- Apply practical communication skills in real business settings.
- Prepare and pitch professional emails, letters, proposals, and reports.
- Design a business model template for real business scenarios.
- Enhance presentation skills while adhering to professional standards.
- Utilize digital communication tools effectively.
- Navigate interpersonal and team communication dynamics.
- Practice cross-cultural communication skills.

## Course Contents

### Unit 1: Business Writing

- Draft professional emails, memos, letters, proposals, and reports.
- Participate in peer reviews and feedback sessions to enhance clarity and tone.

### Unit 2: Oral Communication

- Prepare and deliver concise business presentations or pitches.
- Receive and incorporate feedback from peers and instructors on delivery and style.

### Unit 3: Interpersonal Communication

- Role-play exercises in negotiation, conflict resolution, and teamwork.

### Assessment Methods:

<ul style="list-style-type: none"><li>• <b>Case Studies</b></li></ul> <b>Movies:</b> <ol style="list-style-type: none"><li>1. <i>The Intern</i> (2015)</li><li>2. <i>Up in the Air</i> (2009)</li></ol>	20%
<ul style="list-style-type: none"><li>• <b>Practical Assignments:</b> Submission of a business proposal and a report</li></ul>	30%
<ul style="list-style-type: none"><li>• <b>Presentation:</b> Delivery of a 5-10 minute business presentation</li></ul>	30%
<ul style="list-style-type: none"><li>• <b>Participation:</b> Active participation, role-plays, and peer feedback sessions</li></ul>	20%

### Suggested Readings:

Carnegie, D., & Lucas, S. E. (2014). *The art of public speaking* (12th ed.). McGraw-Hill Education.

Davidson, W. (2014). *Business writing: What works, what won't* (3rd ed.). St. Martin's Griffin.

Garner, B. A. (2013). *HBR guide to better business writing*. Harvard Business Review Press.

Guffey, M. E., & Loewy, D. (2018). *Business communication: Process and product* (9th ed.). Cengage Learning.