



# Sh. L. N. Hindu College, Rohtak (Haryana)

## Course Plan

### DEPARTMENT OF COMMERCE

### Program: B.com 1st sem

#### BUSINESS COMMUNICATION

#### B.COM.-I, Semester-I

#### Course Code-24COM401SE01

### SCHEME

<b>Course Name</b>	<b>Business communication</b>	<b>Course Type</b>	<b>Theory</b>
<b>Course Code</b>	<b>B.com</b>	<b>Class</b>	<b>B.com 1st</b>
<b>Instruction Delivery</b>	Per week Lectures: 4, Tutorial:1, Practical: 1 Total No. Classes Per Sem: 60(L), 15(T)  Assessment in Weightage: Sessional sem (30%), End Term Exams (70%)		
<b>Course Coordinator</b>	Dr Nidhi	<b>Course Instructors</b>	Theory: Dr Nidhi

### COURSE OVERVIEW

This course provides an introduction to Business communication refers to the exchange of information within and outside a company in order to achieve business goals. It encompasses a variety of forms, including emails, meetings, reports, presentations, and phone calls. Effective business communication ensures that information is shared clearly, concisely, and professionally, enabling better decision-making, collaboration, and relationship-building with stakeholders, customers, and employees.

### PREREQUISITE

Meaning- business communication enhances productivity, strengthens relationships, and contributes to a positive work environment.

### COURSE OBJECTIVE



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This course aims at giving a comprehensive understanding of business communication to facilitate the exchange of information and ideas in a way that supports the achievement of organizational goals.

### COURSE OUTCOMES (COs)

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

CO No.	Course Outcomes
1	To impart a basic understanding of written business communication, including letters, reports, and email in different business situations.
2	To improve students' Interpretation, reading, writing and speaking skills for official communication.
3	To enhance proficiency and competencies in verbal and non-verbal communication skills with a holistic long-term perspective of professional career of students.
4	To educate about preparing clear and concise written business documents.
5	To make students conversant with business or official communication



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### COURSE CONTENT

<b>Content</b>
<p><b>UNIT-1</b></p> <p>Business Communication: Meaning and Process of Business Communication, Importance of effective Communication, Types of Business Communication, Barriers to Communication, Essentials of an Effective Communication System.</p>
<p><b>UNIT-2</b></p> <p>Communication Skills: Reading skills, listening skills, note making, persuasive speaking. Body language, Gestures.</p>
<p><b>UNIT-3</b></p> <p>Business Email Writing: Process of writing Email, Writing Style and Skills, Email Etiquette and Email Samples.</p>
<p><b>UNIT-4</b></p> <p>Business Letter Writing: Points to be considered before writing business letters, Types of Business Letters, Business letter Format and Samples.</p>

### LESSON PLAN (THEORY AND TUTORIAL CLASSES)

L.no	Topics to be delivered	Tutorial Plan	Unit
1	Meaning and Process of Business Communication	Explanation and Discussion	<b>1</b>
2	Importance of effective Communication		
3	Types of Business Communication		
4	Barriers to Communication		
5	Essentials of an Effective Communication System		
6	Case study		
7	Presentation and Group discussion		
8	Revision		
9	Communication skills	Explanation and	<b>2</b>



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10	Reading and listening skills	Discussion	
11	Note making		
12	Persuasive speaking		
14	<b>Body language and Gestures</b>	<b>Discussion</b>	<b>1 &amp; 2</b>
15	<b>Presentation and group discussion</b>	Explanation and Discussion	<b>3</b>
16	Business EMAIL writing		
17	Process of writing Email		
18	Writing Style		
19	Writing skills		
20	Email Etiquette		
21	Email samples and writing		
22	Presentation and group discussions		
23	Business Letter Writing	<b>Discussion</b>	<b>4</b>
24	Points to be considered before writing business letters		
25	Business letter Format		
26	Types of Business Letters		
27	Business samples		
28	<b>Presentation and group discussion</b>		
29	Revision		

### Text Book

SHRI JIN KHUSAL, VK PUBLICATIONS

### Reference Books

1. “Business Communication: Process and Product” by Mary Ellen Guffey and Dana Loewy
2. “Excellence in Business Communication” by John V. Thill and Courtland L. Bovee
3. “Business Communication Today” by Courtland L. Bovee and John V. Thill



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4. “Effective Business Communication” by Herta A. Murphy, Herbert W. Hildebrandt,

### Web/Links for e-content

- **MindTools**

- Communication Skills Toolkit
- A collection of articles and resources on various communication skills.

- **Harvard Business Review**

- [How to Communicate Effectively](#)
- Insights and tips from experts on effective communication in the workplace.

- **Coursera**

- [Effective Communication: Writing, Design, and Presentation](#)
- Offers courses from top universities on various aspects of communication.

- **Udemy**

- Communication Skills: Become a Superstar Communicator
- A comprehensive course that covers multiple facets of communication.

- **LinkedIn Learning**

- [Improving Your Communication Skills](#)
- Focuses on practical communication strategies for professionals.

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### PRACTICE QUESTIONS (QUESTION BANK)

	<b>Problem</b>
	<b>UNIT I</b>
	<ol style="list-style-type: none"> <li>1. What is the definition of business communication, and how does it differ from general communication?</li> <li>2. Why is effective communication essential for businesses to succeed in today's competitive environment?</li> <li>3. What are the main types of business communication, and in what situations are they used?</li> <li>4. How does internal communication within an organization differ from external communication?</li> <li>5. What role does business communication play in decision-making and problem-solving?</li> <li>6. How do various channels (email, phone, face-to-face, etc.) impact the effectiveness of business communication?</li> <li>7. In what ways does business communication contribute to building and maintaining professional relationships?</li> <li>8. What are some common barriers to effective business communication, and how can they be overcome?</li> <li>9. How does technology influence the meaning and practice of business communication in modern organizations?</li> <li>10. Why is it important for business communication to be tailored to specific audiences or stakeholders?</li> </ol>
	<b>UNIT-II</b>
	<ol style="list-style-type: none"> <li>1. What are the essential qualities that distinguish a successful entrepreneur from others?</li> </ol>



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	<ol style="list-style-type: none"> <li>2. How does creativity and innovation play a role in an entrepreneur's success?</li> <li>3. Why is risk-taking considered a crucial quality for entrepreneurs, and how can they manage risks effectively?</li> <li>4. How does an entrepreneur's leadership ability impact the success and growth of a business?</li> <li>5. What role does resilience and perseverance play in overcoming entrepreneurial challenges?</li> <li>6. In what ways do strong communication skills help entrepreneurs in building their businesses and networks?</li> <li>7. How important is adaptability for entrepreneurs in navigating changing market conditions?</li> <li>8. What are the key roles entrepreneurs play in their businesses beyond being founders or owners?</li> <li>9. How does an entrepreneur's decision-making ability affect business outcomes?</li> <li>10. What role does financial management play in the success of an entrepreneur, and why is it a critical skill?</li> </ol>
	<b>UNIT- III</b>
	<ol style="list-style-type: none"> <li>1. What factors should be considered when choosing a business idea or opportunity?</li> <li>2. How do market research and industry analysis influence the choice of a business?</li> <li>3. What are the key steps involved in evaluating the feasibility of a business idea?</li> <li>4. How should an entrepreneur assess their own skills and interests when selecting a business?</li> <li>5. What are the main legal structures available for a new business, and how do they affect decision-making?</li> <li>6. What are the essential steps in registering and legally forming a business?</li> <li>7. How does the business plan contribute to the formation and success of a new venture?</li> <li>8. What role do financing options play in the business formation process?</li> <li>9. How can entrepreneurs ensure they comply with local, state, and federal regulations during business formation?</li> <li>10. What are the common pitfalls in the business formation process, and how can they be avoided?</li> </ol>



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UNIT-IV	
	<ol style="list-style-type: none"><li>1. What are the key components of a successful marketing strategy?</li><li>2. How can businesses identify and understand their target market effectively?</li><li>3. What role does market research play in developing marketing strategies?</li><li>4. How can businesses measure the effectiveness of their marketing campaigns?</li><li>5. What are some common methods for gathering consumer feedback and insights?</li><li>6. How does customer satisfaction impact brand loyalty and repeat business?</li><li>7. What strategies can businesses use to improve and maintain high levels of consumer satisfaction?</li><li>8. How can businesses address and resolve customer complaints effectively?</li><li>9. What are the benefits of using customer relationship management (CRM) systems in marketing?</li><li>10. How can businesses use data analytics to enhance their marketing efforts and better meet consumer needs?</li></ol>