



**DEPARTMENT OF COMPUTER APPLICATIONS**  
**School of Science**  
**SIDDHARTHA ACADEMY OF HIGHER EDUCATION**  
**Deemed to be University**

**SYLLABUS**

<b>Program</b>	<b>MCA</b>	<b>Regulation</b>	<b>MCA-SU24</b>
<b>Subject Code</b>	<b>24EN502</b>	<b>Year &amp; Semester</b>	<b>I Year II Semester</b>
<b>Title of the Subject</b>	<b>BUSINESS COMMUNICATION</b>		

<b>Lecture</b>	2 hrs/week	<b>Continuous Assessment</b>	40
<b>Tutorial</b>	-	<b>Summative Assessment</b>	60
<b>Practical</b>	2 hrs/week	<b>Credits</b>	3

<b>Course Outcomes</b>	<b>By the end of the course, the student will be able to</b>												<b>Cog. Levels</b>
	<b>CO1</b>	Identify the nature and scope of business communication with an emphasis on communication styles and strategies for professional environments.											K1
	<b>CO2</b>	Demonstrate effective public speaking and presentation skills, ensuring they can confidently and clearly convey information to diverse audiences.											K2
	<b>CO3</b>	Apply 7Cs of writing for constructive business correspondence to create constructive and effective business correspondence.											K3
	<b>CO4</b>	Analyse business proposals and reports to enhance their ability to develop and implement effective corporate communication strategies.											K4
	<b>CO5</b>	Evaluate and implement effective corporate communication strategies, social responsibility and cross-cultural communication.											K5
<b>Contribution of Course Outcomes towards achievement of Program Outcomes (L-Low, M-Medium, H-High)</b>		<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO 10</b>	<b>PO 11</b>	<b>PO 12</b>
	<b>CO1</b>	M						M		H			
	<b>CO2</b>	M						M		H			
	<b>CO3</b>	M						M		H			
	<b>CO4</b>	M						M		H			
	<b>CO5</b>	M						M		H	M		

**UNIT – I**

**Nature and Scope of Communication:** Introduction – Functions of Communication – Roles of a Manager – Communication Basics – Communication Networks – Informal communication: Beyond the Organizational Hierarchy – Tips for Effective Internal Communications – Miscommunication – Strategies for Improving Organizational Communication.(4 Hours)



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**UNIT – II**

**Business Presentation and Public Speaking:** Introduction – Business Presentations and Speeches – Introduction to a Presentation – Main Body – Conclusion – Controlling Nervousness and Stage Fright – Business Presentations: Sample Outlines – Effective Sales Presentations. (4 Hours)

**UNIT – III**

**Business Correspondence:** Introduction - The Seven Cs of Business Letter Writing – Effective Business Correspondence: Basic Principles – Common Components of Business Letters – Strategies for Writing the Body of a Letter – kinds of Business Letters – Writing Effective Memos – Case Study. (4 Hours)

**UNIT – IV**

**Business Reports and Proposals:** Introduction – What is a Report? – Purpose of Business Reports – Steps in Writing a Routine Business Report – Parts of a Report – Corporate Reports – Business Proposals – Format of Proposals – Proposal Layout and Design – Five key Elements of Winning Business Proposals – Case Studies. (4 Hours)

**UNIT – V**

**Corporate Communication:** Introduction – Corporate Communication – Corporate Citizenship and Social Responsibility – Corporate Communication Strategy – Cross-Cultural Communication – Case Study. (4 Hours)

**Learning Resources**

**Text Book:**

- [1] Meenakshi Raman and Prakash Singh. (2009).
- [2] *Business Communication*. Oxford University Press..

**Reference Books:**

- [1] Hory Sankar Mukerjee. (2013). *Business Communication*, Oxford Higher University Press.
- 2) Herta A Murphy, Herbert W Hildebrandt & Jane P Thomas. (2009). *Effective Business Communication*. (7<sup>th</sup> Edition). Tata McGraw-Hill..

**Web Resource:****Web Resources:**

- 1) <https://gnindia.dronacharya.info/ME/Common-Subjects/Downloads/Technical-Communication/Books/Technical-Communication-Book-9.pdf>
- 2) <https://www.cag.edu.tr/uploads/site/lecturer-files/mary-guffey-essentials-of-business-communication-2016-yzss.pdf>
- 3) <https://dcomm.org/wp-content/uploads/2019/05/Business-Communication-PDFDrive.com-.pdf>