

Teaching Learning Methodology	Learner-centred Instructional methods, Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	To develop an understanding of the theories and principles of communication in a management context.
2.	To develop skills in active listening and empathetic communication to better understand and respond to stakeholders' needs and concerns.
3.	Appreciates creative English and imbibes core values that build strength of character
4.	Communicates effectively, both orally and in writing.
5.	Understands and acquires basic structural knowledge of business communication





Suggested References	
Sr. No.	References
1	Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
2	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3	Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
4	Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
5	Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
6	Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
7	Effective Business Communication – M V Rodrigues (Concept Publishing House)
8	Business Communication – Meenakshi Raman & Prakash Singh (Oxford University Press)
9	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)

On-line resources to be used as and when required.

