

**K L University**  
**Department of Management**  
**Course Handout for 1<sup>st</sup> Year MBA PROGRAM**  
**A.Y.2017-18, 1<sup>st</sup> Semester**

**CourseName** : BUSINESS COMMUNICATION

**Course Code** : 17MB52K7  
**L-T-Pstructure** : 1-2-0

**Course Credits** : 2

**Course Coordinator** : N. V. SIVA KUMARI

**Course Instructors** : N. V. SIVA KUMARI, Mr. N. SRINIVASA RAO, Mr.P.RAJA

**Course Teaching Associates** : NILL

**Course Objective:**

To equip the students with competencies to manage themselves in organizations with a scientific outlook towards communication, develop career orientation through an understanding of Mock interviews and GDs, develop inter personal and intra personal skills of the students and develop and hone selling skills resulting in performance improvement at the work place and facilitate an insight into the functioning of individuals and groups

**Course Rationale:**

The main purpose of this sort of course is to prepare the students in the campus selection process with special focus on aptitude and GD. At the same time developing professional behaviour for entry into the professional world and solve the problems in life.

**Course Outcomes (CO):**

CO No:	CO	SO	BTL
1	Understand the process of effective Drafts for self Improvement .	a	2
2	Analyze himself/herself the process of preparing effective reports and proposals that help individual development.	b	4
3	Understand the professional behaviour for entry into the professional world.	b	2
4	Analyze logically and solve problems in professional life and Accommodate himself/herself in different cultural contexts.	c	4

CO No.	COI-1	COI-2	COI-3
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1	Explain the concept of Communication models, Barriers to communication.	Recall the principles of Effective writing, Business Correspondence .	Recall the concepts of Meetings, Agendas, Memos.
2	Identify the structure of Report Writing.	Identify the process of Report Writing.	Develop the format of Report Writing.
3	Explain the strategies for successful speaking, Planning and presentation.	Explain Telephonic, Email Etiquettes.	Explain the concept of Structure and deliver in speaking.
4	Analyzethe difference between CV and Resumes, Interview Preparation.	Analyzethe concept of Voice modulation, visual aids in speaking.	Analyze the concept of GD, Ways in performing the GD.

### **SYLLBUS (As approved by BoS):**

Communication Models, Barriers to Communication, Business Correspondence, Principles of Effective Writing, Letter Writing: CVs and Applications, Memoranda, Business Claims and Responses, Business Proposals, Meetings, Agenda and Minutes, Report Writing, Process, Structure and Layout, Types and Formats of Reports, Presentation Skills: Planning, Structure and Delivery; Strategies for Successful speaking and listening. Telephone and Email Etiquette. Basics of Telephone and Email Etiquette. Cross Cultural Communication: Cross Cultural Issues which affect Communication across different Cultures. Interview Preparation: Elements of an Effective Resume, Resume and CV, Do's and Don'ts in Resume Writing. Aim of a G.D. Ways to participate in a G.D. Different roles in G.D. Making a positive Contribution in G.D. Practice Session, Overcoming public speaking blues, Basics of public speaking, Practice sessions, Essentials of a presentation, Creating and effective PPT. Practice Sessions, Preparing an Interview, Dressing, body language and etiquette to be followed at the time of interview; Speaking skills: Improving voice and speech, Using visual aids, speaking in the job interviews, Development of a professionalism. Practical (Oral) : Performance in mock interview. Case Method of Learning: Understanding the case method of learning, Different types of cases, Reading a case properly (previewing, skimming, reading, scanning), Analyzing the case.

### **BoS Approved Text books:**

Basic Business Communication, "Lesikar & Flatley" Tata McGraw-Hill Publishing House Company Ltd.  
Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9<sup>th</sup> Edition

### **BoS Approved Reference Books:**

1. Business Communication and Personality Development by Biswajit Das & Ipseeti Satpathy, The Encel Publications, 1<sup>st</sup> Edition
2. Managerial Communication – Strategies and Applications by Hynes; The McGraw Hill Company, 4<sup>th</sup> Edition
3. Effective Business Communication by Murphy; The McGraw Hill Company, 7<sup>th</sup> Edition
4. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1<sup>st</sup> Edition
5. Professional Communication by Aruna Koneru; The McGraw Hill Company

6.Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.

**COURSE DELIVERY PLAN:**

<b>Sess. No.</b>	<b>CO</b>	<b>COI</b>	<b>Topic (s)</b>	<b>Teaching-Learning Methods</b>	<b>Evaluation Components</b>
1	1	1	Introduction to communication	Lecture and Interaction	<b>Test-1 End Semester</b>
2	1	1	Process of communication	Lecture and Interaction	<b>Test-1 End Semester</b>
3	1	1	Barriers to Communication	Lecture and Interaction	<b>Test-1 End Semester</b>
4	1	1	Types of Communication	Lecture and Interaction	<b>Test-1 End Semester</b>
5	1	1	Communication models	Lecture and Interaction	<b>Test-1 End Semester</b>
6	1	2	Business Correspondence	Lecture and Interaction	<b>Test-1 End Semester</b>
7	1	2	Principles of effective writing	Lecture and Interaction	<b>Test-1 End Semester</b>
8	1	2	Techniques of Writing	Lecture and Interaction	<b>Test-1 End Semester</b>
9	1	3	Meetings	Lecture and Interaction	<b>Test-1 End Semester</b>
10	1	3	Agendas	Lecture and Interaction	<b>Test-1 End Semester</b>
11	1	3	Memos	Lecture and Interaction	<b>Test-1 End Semester</b>
12	1	3	Business claims	Lecture and Interaction	<b>Test-1 End Semester</b>
13	1	3	Business proposals	Lecture and Interaction	<b>Test-1 End Semester</b>
14	1	3	CVs	Lecture and Interaction	<b>Test-1 End Semester</b>
15	1	3	Resumes	Lecture and Interaction	<b>Test-1 End Semester</b>
16	2	1	Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
17	2	1	Types of Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
18	2	1	Parameters of Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
19	2	1	Check list for Interviews	Lecture and Interaction	<b>Test-2 End Semester</b>
20	2	2	Process of Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>

21	2	2	Indian Vs Foreign Context of Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
22	2	2	Layout of Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
23	2	2	Assessment of Report Writing	Lecture and Interaction	<b>Test-2 Active learning(Mock Interviews) End Semester</b>
24	2	2	Formal and Informal Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
25	2	3	Developing Report Writing Format	Lecture and Interaction	<b>Test-2 End Semester</b>
26	2	3	Difference between Project and Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
27	2	3	Different styles of Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
28	2	3	Conditions for Writing Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
29	2	3	Examples of Report Writing	Lecture and Interaction	<b>Test-2 End Semester</b>
30	2	3	Report Writing for Academic Purpose	Lecture and Interaction	<b>Test-2 End Semester</b>
31	3	1	Concept of Presentation skills	Lecture and Interaction	<b>Test-2 End Semester</b>
32	3	1	Different types of skills	Lecture and Interaction	<b>Test-2 End Semester</b>
33	3	1	Concept of Planning and Delivery	Lecture and Interaction	<b>Test-3 End Semester</b>
34	3	1	Successful and Unsuccessful speeches	Lecture and Interaction	<b>Test-3 End Semester</b>
35	3	1	Improving voice and speech	Lecture and Interaction	<b>Test-3 End Semester</b>
36	3	2	Speaking in the job Interviews	Lecture and Interaction	<b>Test-3 End Semester</b>
37	3	2	Concept of Etiquettes	Lecture and Interaction	<b>Test-3 End Semester</b>
38	3	2	Telephonic Etiquettes	Lecture and Interaction	<b>Test-3 End Semester</b>
39	3	2	Email Etiquettes	Lecture and Interaction	<b>Test-3 End Semester</b>
40	3	2	Development of Professionalism	Lecture and	<b>Test-3</b>

				Interaction	End Semester
41	3	3	Concept of G.D	Lecture and Interaction	Test-3 End Semester
42	3	3	Dos' and Don'ts of G.D	Lecture and Interaction	Test-3 End Semester
43	3	3	Different roles in a G.D	Lecture and Interaction	Test-3 End Semester
44	3	3	Contributions to an effective G.D	Lecture and Interaction	Test-3 End Semester
45	3	3	Parameters for effective G.D.	Lecture and Interaction	Test-3 Active learning(Debate) End Semester
46	4	1	Cross cultural Communication	Lecture and Interaction	Test-3 End Semester
47	4	1	Concept of simulation Interviews	Lecture and Interaction	Test-3 End Semester
48	4	1	Understanding case method learning	Lecture and Interaction	Test-3 End Semester
49	4	2	Creating effective PPT	Lecture and Interaction	Test-3 End Semester
50	4	2	Importance of Body language	Lecture and Interaction	Test-3 End Semester
51	4	3	Cross cultural issues	Lecture and Interaction	Test-3 End Semester
52	4	3	Essentials of a presentation	Lecture and Interaction	Test-3 Active Learning(G.D) End Semester

### Session wise Teaching – Learning Plan

#### Session Number:1

**Session Outcome: Students should be able to Understand the Concept of Communication**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Introduction to the topic of Communication		Lecture-Discussion
10	Name the different types of Communication	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the basic objective of Communication	2	Lecture-Discussion
10	Question and answer		Interaction
5	Conclusion and Summary		Interaction

**Session Number:2****Session Outcome:Students should be able to Understand the Process of Communication**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Process of Communication	2	Lecture-Discussion
10	Interaction		Interaction
10	Explainthe aspects of Communication	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:3****Session Outcome: Students should be able to understand the concept of Barriers to Communication**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Barriers to Communication	2	Lecture-Discussion
10	Interaction		Interaction
10	Explainthe ways to clear the Barriers to Communication	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:4****Session Outcome: Students should be able to Understand the Types of Communication**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Types of Communication	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Dimensions to Communication	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:5****Session Outcome: Students should be able to Understandthe Communication Models**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion

10	Explain the Concept of Communication Models	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Prerequisite for Communication	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:6**

**Session Outcome: Students should be able to Remember the concept of Business Correspondence**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Explain the concept of Business Correspondence	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the different types of Correspondence	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:7**

**Session Outcome: Students should be able to Understand the Principles of Effective writing**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Explain the concept of Principles to effective writing	2	Lecture-Discussion
10	Interaction		Interaction
10	Explainthe different dimensions of writing	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:8**

**Session Outcome:Students should be able to Understand the concept ofTechniques of Writing**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Explain the Techniques of Writing	2	Lecture-Discussion
10	Interaction		Interaction

10	Explainthe Formal and Informal way of writing	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:9

**Session Outcome: Students should be able to Understand the Concept of Meetings**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Meetings	2	Lecture-Discussion
10	Interaction		Interaction
10	ExplainFormal and Informal Meetings	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:10

**Session Outcome:Students should be able to Understandthe Concept ofAgendas**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Agendas	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Purpose of Agendas	2	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:11

**Session Outcome: Students should be able to Understand the Concept of Memos**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Memos	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Purpose of Memos	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction



**Session Number:12****Session Outcome:Students should be able to Understand the Concept ofBusiness Claims**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Business Claims	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Purpose of Business Claims	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:13****Session Outcome:Students should be able to Understand the Concept ofBusiness Proposals**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Business Proposals	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain Purpose of Business Proposals	2	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:14****Session Outcome: Students should be able to Understand the Concept of Curriculum vitea**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Curriculum Vitea	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Purpose of CV's and Resumes	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:15****Session Outcome:Students should be able to Understand the Concept of Resumes**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Resumes	2	Lecture-Discussion
10	Interaction		Interaction
10	Differences between Bio-data,Resume,CV's.	2	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:16

**Session Outcome: Students should be able to Analyze the Concept of Report Writing**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the Concept of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyze the Concept of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:17

**Session Outcome:Students should be able to Analyze the types of Report Writing**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the Types of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyzethe Format of Report Writing	4	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:18

**Session Outcome: Students should be able to Analyze the Parameters of Report Writing**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion

10	Analyzethe Parameters of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyzethe Purpose of Report Writing	4	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:19**

**Session Outcome:Students should be able to Analyze the concept ofSimulation Interviews**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Analyzethe Concept of Simulation Interviews	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyzethe Purpose of Simulation Interviews	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:20**

**Session Outcome: Students should be able to Analyze the Process of Report Writing**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Analyze the Process of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyzethe Process of Report Writing	4	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:21**

**Session Outcome: Students should be able to Analyze the Indian Vs Foreign context of Writing**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Analyze the Indian Vs Foreign context of Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyzethe Indian Vs Foreign context of Writing	4	Lecture-Discussion

10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:22**

**Session Outcome:Students should be able to Analyze the Layout of Report Writing**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Analyze the Layout of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	AnalyzeLayout of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:23**

**Session Outcome: Students should be able to Assess the structure of Report Writing**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Assess the structure of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Assess the structure of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:24**

**Session Outcome: Students should be able to Analyze the Formal and Informal Report Writing**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Analyze the concept of Formal and Informal Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyze the Formal and Informal Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:25****Session Outcome: Students should be able to Analyze the format of Report Writing**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the format of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyze the format of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:26****Session Outcome:Students should be able to Analyze the difference between project and Report Writing**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the difference between project and Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyze the difference between project and Report Writing	4	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:27****Session Outcome: Students should be able to Analyze the different styles of Report Writing**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the different styles of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyze the different styles of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:28****Session Outcome: Students should be able to Analyze the Conditions for Writing a Report**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the Conditions for Writing a Report	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyze the Conditions for Writing a Report	4	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:29

**Session Outcome: Students should be able to Analyze the different examples of Report Writing**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the different examples of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyzethe different examples of Report Writing	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:30

**Session Outcome:Students should be able to Analyze the Report for writing Academic Purpose**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the Report for writing Academic Purpose	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyzethe Report for Writing Academic Purpose	4	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:31

**Session Outcome:Students should be able to Understand the Concept ofPresentation Skills**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion

10	Explain the Concept of Presentation Skills	4	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Presentation Skills	2	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

### Session Number:32

**Session Outcome: Students should be able to Understand the Concept of Skills**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Skills	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the different types of Skills	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

### Session Number:33

**Session Outcome: Students should be able to Understand the concept of Planning and Delivery**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Planning and Delivery	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Planning and Delivery	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

### Session Number:34

**Session Outcome: Students should be able to Understand Successful and Unsuccessful speeches**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain Successful and Unsuccessful speeches	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain Successful and Unsuccessful speeches	2	Lecture-Discussion

10	Interaction		Interaction
05	Conclusion and Summary		Interaction

### Session Number:35

**Session Outcome: Students should be able to Understand the concept of Voice and Speech**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Voice and Speech	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Voice and Speech	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

### Session Number:36

**Session Outcome: Students should be able to Understand the Concept of Job speaking skills**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the concept of Job speaking skills	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain Job speaking skills	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

### Session Number:37

**Session Outcome: Students should be able to understand the concept of Etiquettes**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the concept of Etiquettes	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the concept of Etiquettes	2	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction



**Session Number:38****Session Outcome: Students should be able to understand the concept ofTelephonic Etiquettes**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the concept of Telephonic Etiquettes	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the concept of Telephonic Etiquettes	2	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:39****Session Outcome: Students should be able to understand the concept ofEmail Etiquettes**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the concept of Email Etiquettes	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the concept of Email Etiquettes	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:40****Session Outcome: Students should be able to understand the concept of Professionalism**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Professionalism	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Professionalism	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:41****Session Outcome: Students should be able to Analyze the concept ofG.D.**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion

10	Analyze the Concept of a G.D	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyze the Concept of a G.D	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:42

**Session Outcome:** Students should be able to understand the Do's and Don'ts of a G.D.

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Do's and Don'ts of a G.D.	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Dos and Don'ts of a G.D.	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:43

**Session Outcome:** Students should be able to understand the different roles of a G.D

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the different roles of a G.D.	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the different roles of a G.D	2	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:44

**Session Outcome:** Students should be able to understand the concept of Effective G.D.

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of effective G.D	2	Lecture-Discussion

10	Interaction		Interaction
10	Explain the Concept of effective G.D	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:45**

**Session Outcome: Students should be able to Understand the Parameters for Effective G.D**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Understand the Parameters for Effective G.D	2	Lecture-Discussion
10	Interaction		Interaction
10	Understand the Parameters for Effective G.D	2	PPT'S
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:46**

**Session Outcome: Students should be able to Analyzethe concept ofCross Cultural Communication**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Explain the concept of Cross Cultural Communication	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the concept of Cross Cultural Communication	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### **Session Number:47**

**Session Outcome: Students should be able to Analyze the concept ofSimulation Interviews**

<b>Time(min)</b>	<b>Topic</b>	<b>BTL</b>	<b>Teaching – Learning Method</b>
5	Recap		Lecture-Discussion
10	Explain the Concept of Simulation Interviews	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Simulation Interviews	2	Lecture-Discussion

10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:48

**Session Outcome: Students should be able to Analyze the concept of Case Method Learning**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Case Method Learning	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Case Method Learning	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:49

**Session Outcome: Students should be able to Analyze the concept of Effective PPT's**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Effective PPT's	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Effective PPT's	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

#### Session Number:50

**Session Outcome: Students should be able to Analyze the concept of Body Language**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Body Language	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Body Language	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:51****Session Outcome: Students should be able to Analyze the concept of Cross Cultural Issues**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Explain the Concept of Cross Cultural Issues	2	Lecture-Discussion
10	Interaction		Interaction
10	Explain the Concept of Cross Cultural Issues	2	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**Session Number:52****Session Outcome: Students should be able to Analyze the Essentials of Presentation**

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap		Lecture-Discussion
10	Analyze the Essentials of Presentation	4	Lecture-Discussion
10	Interaction		Interaction
10	Analyze the Essentials of Presentation	4	Lecture-Discussion
10	Interaction		Interaction
05	Conclusion and Summary		Interaction

**EVALUATION PLAN:**

Evaluation Component	Weightage/ Marks	Date	Duration (Hours)	CO 1			CO 2			CO 3			CO 4		
COI Number				1	2	3	1	2	3	1	2	3	1	2	3
BTL				2	4	4	2	2	4	2	4	4	2	4	4
Test 1	Weightage (10%)		90 mins	3	3	4									
	Max Marks (20)			6	6	8									
Test 2	Weightage (10%)		90 mins				3	3	4						
	Max Marks (20)						6	6	8						
Test 3	Weightage (10%)		90 mins							3	3	4			
	Max Marks (10)									6	6	8			
Active Learning	Weightage (15%)			Active Learning-Assignments											
	Max Marks (15)														
Attendance	Weightage (5%)			Attendance											
	Max Marks (5)														
Semester End Exam	Weightage (50%)		180 mins	4	4	4	4	4	4	4	4	4	8	8	8
	Max Marks(50)			4	4	4	4	4	4	4	4	4	8	8	8
	Question Number			1	2	3	1	4	4	1	5	6	1	7	8

**Course Team members, Chamber Consultation Hours and Chamber Venue details: Only Subject Teacher**

S.No.	Name of Faculty	Chamber Consultation Day(s)	Chamber Consultation Timings for each day	Chamber Consultation Room No:	Signature of Course faculty
1	N. V. SIVA KUMARI	Saturday	2p.m to 4p.m	E008	

**Signature of COURSE COORDINATOR:**

**Recommended by HEAD OF DEPARTMENT:**

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Hari Kiran Vege,  
Assoc. Dean-TLP

for **By: DEAN-ACADEMICS**

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