



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	SKILL ORIENTED COURSE	L	T	P	C
21E00107	BUSINESS COMMUNICATION PRACTICE	0	1	2	2
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> • To explain communication concepts • To develop the students' competence in communication at an advanced level. • To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the communication concepts and • Improve communication and competence skills • Obtain and apply proficiency in business communication at the workplace and professional contexts. 					
UNIT - I		Lecture Hrs: 8			
Concept of Communication – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication – Organisation Structure - Formal, Informal Communication – Upward, Downward, Horizontal Communication.					
UNIT - II		Lecture Hrs: 10			
Types of communication: Verbal – Oral Communication: Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations Non verbal Communication: Sign language – Body language – Kinesics – Proxemics – Haptics: Chronemics.					
UNIT - III		Lecture Hrs:8			
Interpersonal Communication: Communication Styles, Managing Motivation to Influence Interpersonal Communication – Role of emotion in Inter personal Communication – Leadership styles.					
UNIT - IV		Lecture Hrs:8			
Barriers of Communication: Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.					
UNIT - V		Lecture Hrs:8			
Report writing – Formal reports – Writing effective letters – Different types of business letters – Interview techniques – Communication etiquettes.					
Textbooks:					
<ol style="list-style-type: none"> 1. Business Communication: A Practical Approach, Naik, Willey 2. Business Communication, C.S.Rayudu, HPH. 3. Business Communication, Meenakshi Raman, Oxford University Press. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Business communication, Shalini Varma, Vikas. 2. Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH 3. Business Communications, Hudson, Jaico Publications 4. Business communication for managers, Penrose, Raspbery, Myers, Cengage 5. Effective Communication, Harward Business School, Harward Business Review No.1214. 6. Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand 					
Online Learning Resources:					
https://onlinecourses.swayam2.ac.in/imb19_mg14/preview https://online-degree.swayam.gov.in/dyp20_d02_s1_hs01/preview					