

**Model Syllabus for 4-Year UG Honours in B.B.A.(Digital Marketing) as Major
in consonance with Curriculum framework w.e.f. AY 2026-27
COURSE STRUCTURE**

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
II	III	5	Business Environment	4	4
		6	Social Media Marketing	4	4
		7	Business Communication	4	4

SEMESTER-III
COURSE 7: BUSINESS COMMUNICATION

Theory 4 hrs/week

Credits: 4

Course Objectives

This course is designed to:

- Provide a clear understanding of the principles and process of business communication.
- Develop proficiency in both oral and written communication in a business context.
- Enhance the ability to prepare professional business correspondence and reports.
- Inculcate skills for effective presentation, negotiation, and interpersonal communication.
- Enable students to adapt communication strategies across cultures and media.

Course Outcomes (COs)

Upon successful completion of this course, the students will be able to:

CO1: Understand the fundamentals, types, and barriers of business communication.

CO2: Draft professional business letters, memos, and emails using correct formats and tone.

CO3: Prepare and deliver effective presentations and participate in business meetings.

CO4: Demonstrate improved listening, negotiation, and interpersonal skills.

CO5: Apply communication strategies effectively in intercultural and digital contexts.

Unit I: Fundamentals of Business Communication

Communication – Meaning, Objectives, Process, and Importance – Principles of Effective Communication – Channels and Types – Verbal and Non-Verbal Communication – Barriers to Communication – Overcoming Communication Barriers – Business Etiquette and Professionalism in Communication.

Unit II: Written Communication in Business

Structure and Layout of Business Letters – Letters: Enquiry, Order, Complaint, Sales, and Collection – Memos, Notices, Circulars – Agenda and Minutes of Meetings – Resume and Email Etiquette – Report Writing: Types, Format, and Essentials of Good Reports.

Unit III: Oral Communication and Public Speaking

Principles of Effective Oral Communication – Telephonic Conversation – Interview Skills – Group Discussions – Business Presentations: Planning, Preparation, and Delivery – Use of Visual Aids – Handling Q&A Sessions – Speech Anxiety and Confidence Building.

Unit IV: Interpersonal and Negotiation Skills

Listening Skills – Active and Empathetic Listening – Interpersonal Communication in the Workplace – Assertiveness and Conflict Resolution – Negotiation: Process, Types, and Techniques – Role Plays and Case Scenarios – Communication in Teams and Leadership Communication.

Unit V: Technology and Cross-Cultural Communication

Digital Communication Tools – Social Media for Business Communication – Video Conferencing and Virtual Meetings – Communication across Cultures – Barriers to Cross-Cultural Communication – Tips for Effective Global Communication – Ethics in Digital and Intercultural Communication.

Student-Centric Activities

- **Business Letter Drafting Practice:** Students prepare various types of letters using professional formats.
- **Mock Interviews and Role Plays:** Practice real-time HR interviews, negotiation, and client handling.
- **Presentation Lab:** Students design and deliver PowerPoint presentations with feedback sessions.
- **Group Discussions:** Weekly GD sessions on current business topics to build critical thinking.
- **Email and Report Writing Exercises:** Weekly assignments using business email and reporting formats.

References

1. Krizan, A. C., Merrier, P., & Jones, C. (2022). *Business Communication*. Cengage Learning.
2. Lesikar, R. V., & Flatley, M. E. (2021). *Basic Business Communication: Skills for Empowering the Internet Generation*. McGraw-Hill Education.
3. Raman, M., & Singh, P. (2022). *Business Communication*. Oxford University Press.
4. Bovee, C. L., & Thill, J. V. (2021). *Business Communication Today*. Pearson Education.
5. Kaul, A. (2020). *Effective Business Communication*. PHI Learning.

MODEL QUESTION PAPER
SEMESTER-III
COURSE 7: BUSINESS COMMUNICATION
(w.e.f. 2026-27)

Time :3Hrs

Max Marks 75

SECTION - A

Answer any Five of the following

5 X 3= 15 Marks

1. Short answer question from Unit-1
2. Short answer question from Unit-1
3. Short answer question from Unit-2
4. Short answer question from Unit-2
5. Short answer question from Unit-3
6. Short answer question from Unit-3
7. Short answer question from Unit-4
8. Short answer question from Unit-4
9. Short answer question from Unit-5
10. Short answer question from Unit-5

SECTION - B

Answer Five of the following

5 X 12= 60 Marks

11. Long answer question from Unit-1
- OR**
12. Long answer question from Unit-1
13. Long answer question from Unit-2
- OR**
14. Long answer question from Unit-2
15. Long answer question from Unit-3
- OR**
16. Long answer question from Unit-3
- OR**
17. Long answer question from Unit-4
- OR**
18. Long answer question from Unit-4
19. Long answer question from Unit-5
- OR**
20. Long answer question from Unit-5