



NATIONAL INSTITUTE OF TECHNOLOGY, TIRUCHIRAPPALLI

Department of Humanities and Social Sciences]

COURSE PLAN – PART I			
Name of the programme and specialization	MCA		
Course Title	Business Communication		
Course Code	CA 703	No. of Credits	02
Course Code of Pre-requisite subject(s)	NIL		
Session	July/December 2021	Section (if, applicable)	B
Name of Faculty	Dr. Sathyaraj Venkatesan	Department	Humanities and Social Sciences [HSS]
Official Email	sathya@nitt.edu	Telephone No.	Lan: 3699 Mobile: 9894568617
Name of the PAC Chairman			
Official E-mail		Telephone No.	
Course Type (please tick appropriately)	Core course		
Syllabus (approved in BoS)			
<p>Listening Barriers to listening: Physical & psychological – Steps to overcome them – Purposive listening practice – Active listening and anticipating the speaker – Use of technology in the professional world.</p> <p>Speaking Fluency & accuracy in speech – Positive thinking – Kinds of thinking -Improving self-expression – Tonal variations – Listener oriented speaking -Group discussion practice – Interpersonal Conversation -Developing persuasive speaking skills.</p> <p>Reading Speed reading practice – Use of extensive readers –Trans-coding: verbal and non-verbal – Eye-reading practice – Analytical and critical reading practice- Introduction to ethics & values through case-study materials.</p> <p>Writing Professional Correspondence – Formal and informal letters – Argument Writing practice – Perspectives in writing – Narrative writing -Different registers - Tone in formal writing – Summary writing practice- Introduction to reports.</p>			
COURSE OBJECTIVES			
<p>Enhance and strengthen core communication skills.</p> <p>Develop employability skills.</p> <p>Prepare students to use English effectively as per professional demands.</p> <p>Prepare impactful written documents.</p> <p>Develop an understanding of cross-cultural communication.</p>			
MAPPING OF COs with POs			
Course Outcomes	Programme		



	Outcomes (PO) (Enter Numbers only)
Demonstrate competency in communication skills.	09
Meet the global demand for creative communication.	09
Develop interpersonal, intrapersonal and group dynamics skills.	09
Develop core employability skills.	09

COURSE PLAN – PART II			
COURSE OVERVIEW			
This core course aims to create awareness of communication in professional contexts and further seeks to strengthen the students with interpersonal skills as per professional requirements.			
COURSE TEACHING AND LEARNING ACTIVITIES			(Add more rows)
S. No.	Week/Contact Hours	Topic	Mode of Delivery
	Week 1	Introduction to the Course Business Communication	Throughout the course, mode of delivery will be a mix of lecture, demonstration and practice.
	Week 2	Writing skills: Professional correspondence: Cover Letter and CV/Resume	
	Week 3	Effective oral presentations	
	Week 4 and 5	Oral presentation – team task	
	Week 6	Reading skills – Different strategies and techniques to improve reading	
	Week 7 and 8	Cross-cultural communication	
	Week 9	An introduction to Listening	
	Week 10	End semester examination	



COURSE ASSESSMENT METHODS (shall range from 4 to 6)				
S.No.	Mode of Assessment	Week/Date	Duration	% Weightage
1	Oral Presentation	4 th and 5 th Week	One hour	20 marks
2	Research Report	7 th Week	--	30 marks
3	Assignment	8 th Week		20 marks
CPA	Compensation Assessment*	9 th week	One hour	
4	Final Assessment *	10 th Week	2 hours	30 marks
*mandatory; refer to guidelines on page 4				
COURSE EXIT SURVEY (mention the ways in which the feedback about the course shall be assessed)				
<p>--Feedback could be provided during the class committee meeting. --A formal online feedback will be collected by the Institute at the end of the course.</p>				
COURSE POLICY (including compensation assessment to be specified)				
<p>Late Work Submission:</p> <p>Late one day: Your mark/grade drops $\frac{3}{4}$, and you cannot get a grade higher than a D for the particular assignment. Exceptions include: a) Valid medical emergencies supported by evidence b) Permission granted from me for late submission.</p> <p>Mode of Correspondence: Faculty is available for discussion after class hours. Contact details (email/land line/mobile number) are provided on the page one of the course plan.</p> <p>Compensation Assessment:</p> <p>One compensation Assessment/Retest will be administered after the last cycle test/assessment. The only valid reasons for missing assessment are a serious illness (documented by a doctor) or an unfortunate death in the family.</p> <p>Request for reevaluation of CTI/CTII/Assignments:</p> <p>All requests for re-marking/correction must be in writing and must include an explanation of why original marks are not justifying. Oral requests will not be entertained.</p>				
ATTENDANCE POLICY (A uniform attendance policy as specified below shall be followed)				



- At least 75% attendance in each course is mandatory.
- A maximum of 10% shall be allowed under On Duty (OD) category.
- Students with less than 65% of attendance shall be prevented from writing the final assessment and shall be awarded 'V' grade.

ACADEMIC DISHONESTY & PLAGIARISM

- Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty.
- Zero mark to be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark.
- The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office.
- The above policy against academic dishonesty shall be applicable for all the programmes.

ADDITIONAL INFORMATION, IF ANY

FOR APPROVAL

Course Faculty
Sathyaraj Venkatesan

12.10.2021

CC- Chairperson
Dr. Jitendra Kumar

HOD
Prof. P. J. A. Alphonse



Guidelines

- a) The number of assessments for any theory course shall range from 4 to 6.
- b) Every theory course shall have a final assessment on the entire syllabus with at least 30% weightage.
- c) One compensation assessment for absentees in assessments (other than final assessment) is mandatory. Only genuine cases of absence shall be considered.
- d) The passing minimum shall be as per the regulations.

B.Tech. Admitted in				P.G.
2018	2017	2016	2015	
35% or (Class average/2) whichever is greater.		(Peak/3) or (Class Average/2) whichever is lower		40%

- e) Attendance policy and the policy on academic dishonesty & plagiarism by students are uniform for all the courses.
- f) Absolute grading policy shall be incorporated if the number of students per course is less than 10.
- g) Necessary care shall be taken to ensure that the course plan is reasonable and is objective.