

## NATIONAL INSTITUTE OF TECHNOLOGY, TIRUCHIRAPPALLI

This course outline template acts as a guide for writing your course outline. As every course is different, please feel free to amend the template/ format to suit your requirements.

<b>COURSE OUTLINE TEMPLATE</b>			
Course Title	<b>Business Communication - I</b>		
Course Code	<b>MB 701</b>	No. of Credits	<b>2</b>
Department	<b>Humanities and Social Sciences</b>	Faculty	<b>Dr. S. Mekala</b>
Course Coordinator	<b>Dr. S. Mekala</b>		
E-mail	<b>mekala@nitt.edu</b>	Telephone No.	<b>3698</b>
Course Type	Core course <input checked="" type="checkbox"/> Elective course <input type="checkbox"/>		
<b>COURSE OVERVIEW</b>			
The course will enable the students have an awareness of the role of Communication in their career by exposing them to appropriate corporate materials & practices related to their domain.			
<b>COURSE OBJECTIVES</b>			
<p>The Course aims to:</p> <ol style="list-style-type: none"> <li>1. Introduce the students to the dynamics of communication in the Business World.</li> <li>2. Help them familiarize and practise the different kinds of communication tools.</li> <li>3. Give them practice in the nuances of spoken communication.</li> <li>4. Expose them to the different forms of Business communication.</li> <li>5. Help them improve their competence in using English effectively.</li> </ol>			
<b>COURSE OUTCOMES (CO)</b>			
<b>Course Outcomes</b>		<b>Aligned Programme Outcomes (PO)</b>	
<p>The course will enable the students to:</p> <ul style="list-style-type: none"> <li>• Know the dynamics of communication in the business world.</li> <li>• Practice the different tools of communication.</li> <li>• Enable them to speak effectively suited to the situation.</li> <li>• Improve their competence in English.</li> </ul>			

### COURSE TEACHING AND LEARNING ACTIVITIES

S.No.	Week	Topic	Mode of Delivery
1	Week 1	Introduction to Business Communication and importance of Communication in the Corporate world	Lecture mode
2	Week 2	Tools of communication and Skit performance based on the topic.	PPT and Demo
3	Weeks 3	Barriers in the levels of Communication	PPT
4	Weeks 4 & 5	Case study discussion and Group Presentation	Demo and Group Discussion
5	Week 6	<i>Assessment - I Cycle test</i> Listening Skill: Listening and Nonverbal Cues – Listening Assessment	PPT and Assessment
6	Week 7	Writing Skill: Effective Writing techniques and writing a structural discourse.	Lecture and Practice sessions
7	Week 8 & 9	<i>Assessment - II Listening Test</i> Speaking Skill: Extempore talks, Presentations and Group Discussions.	Demo and Practice sessions
8	Week 10	Reading Skills: Techniques and strategies to improve Reading.	PPT and practice sessions
9	Week 11	<i>Assessment - III Team Task</i> Team Task: Monitoring their proficiency level.	Assessment
10	Week 12	<i>I Trimester - Semester Examination</i>	Examination

### COURSE ASSESSMENT METHODS

S.No.	Mode of Assessment	Week	Duration	% Weightage
1.	Cycle test	Week 6	90 minutes	25 Marks
2.	Listening Test	Week 8	60 minutes	10 Marks

3.	<b>Team task</b>	Week 10 & 11	20 minutes per team	15 Marks
4.	<b>End semester Examination</b>	Week 12	3 hours	40 Marks

**ESSENTIAL READINGS : Textbooks, reference books Website addresses, journals, etc**

Teaching Materials will be chosen depending on the proficiency level of the students.

**COURSE EXIT SURVEY (mention the ways in which the feedback about the course is assessed and indicate the attainment also)**

Feedback will be collected by the Faculty member, a week before the first trimester exam.

**COURSE POLICY (including plagiarism, academic honesty, attendance, etc.)**

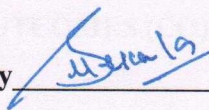
75% attendance is required to write the semester exam. Attendance during Assessment days is compulsory.

**ADDITIONAL COURSE INFORMATION**

Faculty is available for discussion after class hours at the department on the second floor of Lyceum at the room no. 309. Faculty can also be contacted over email: [mekala@nitt.edu](mailto:mekala@nitt.edu)

**FOR SENATE'S CONSIDERATION**

Course Faculty



CC-Chairperson



HOD

