



SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by
NAAC with 'A' Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act, 1956,
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada
Seethampuram, W.G.D.T., Narsapur-534200, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
20BM7002	BUSINESS SKILL DEVELOPMENT	VII	ECE	4	2025-26	09/06/2025

COURSE OUTCOMES

1	Understand the process of communication and its effect on giving and receiving information (K2)
2	Discuss the historical and theoretical developments in the field of communication (K2)
3	Apply effective communication skills in a variety of public and interpersonal settings (K3)
4	Develop analytical, research, and organizational skills (K3)
5	Discover the impact of changing communication methods on society (K2)

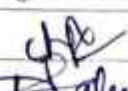
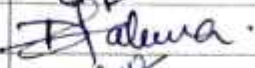
UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
I	CO1: Understand the process of communication and its effect on giving and receiving information (K2)	1. INTRODUCTION TO BUSINESS COMMUNICATION				
		1.1	Purpose and process of communication: introduction	T1	1	Chalk & Talk, PPT, Active Learning & Tutorial
		1.2	Objectives of communication	T1, T2	1	
		1.3	Process of communication	T1	1	
		1.4	Types of communication	T1	1	
		1.5	Listening skills	T1	1	
		1.6	Types of listening skills	T1	1	
		1.7	Essentials of good listening	T2	1	
Total					10	
II	CO2: Discuss the historical and theoretical developments in the field of communication (K2)	2. MANAGING ORGANIZATIONAL COMMUNICATION				
		2.1	Formal & Informal communication	T1,T2	1	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		2.2	Interpersonal & Intrapersonal communication	T1	1	
		2.3	Role of emotion in interpersonal communication	T1,T2	2	
		2.4	Barriers to interpersonal communication	T1,T3	1	
		2.5	Exchange Theory	T1,T3	2	

		2.6	Gateways for effective interpersonal communication	T1,T2	1		
					Total	10	
III	CO3: Apply effective communication skills in a variety of public and interpersonal settings (K3)	3. NON VERBAL COMMUNICATION & BODY LANGUAGE					Chalk & Talk, PPT, Tutorial
		3.1	Kinesics & Proxemics	T1	2		
		3.2	Para Language, Haptics, Handshakes	T1	2		
		3.3	Appropriate body language and mannerism for interviews	T2	2		
		3.4	Business Etiquettes across different cultures	T2	2		
					Total	10	
IV	CO4: Develop analytical, research, and organizational skills (K3)	4. WRITTEN COMMUNICATION					Chalk & Talk, PPT, Tutorial, Active Learning & Case Study
		4.1	Mechanics of writing	T1, R2	1		
		4.2	Report writing	T1, R2	1		
		4.3	Business correspondence	T1, R2	1		
		4.4	Business letter format	T1, R2	1		
		4.5	Meetings & managing meetings	T3, R1	2		
		4.6	Resume writing	T1	1		
		4.7	Formats & Skills	T1	1		
					Total	11	
V	CO5: Discover the impact of changing communication methods on society (K2)	Globalization					Chalk & Talk, PPT, Tutorial
		5.1	Prerequisites of effective presentation	T1, T2, R2	1		
		5.2	Format of presentation	T1, T2, R2	1		
		5.3	Assertiveness	T1, T2,R2	1		
		5.4	Stages of assertive behaviour	T1, T2, R2	1		
		5.5	Communication skills for group discussion	T1, T2, T3, R2	1		
		5.6	Interview techniques	T1	1		
					Total	10	
					Revision	10	
CUMULATIVE PROPOSED PERIODS					60		
Text Books:							
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION						
T1	Business communication - R.K. Madhukar, Vikas publishing						
T2	Organizational communication - Paul Turner, JAICO						
T3	R.C. Sharma & Krishna mohan Business correspondence & Report						
Reference Books:							
R1	1. Business Communication-mallika Nawal, Cengage Learning, New Delhi, 2012						
R2	2. Organizational Communication-Paul Turner, JAICO Publishin House, New Delhi						
R3	3. Business Communication- R.K.Madhukar, Vikas Publishing House, New Delhi.						

R4	4. Business Communication-Sangita Mehta, Neety Kaushish, University Science Press, NewDelhi, 2010.
R5	5. Business Communication-Meenakshi Rama, Oxford University Press, NewDelhi.

Web Details

1	https://www.youtube.com/results?search=Business
2	https://www.youtube.com/Businesscommunication.mehta

		Name	Signature with Date
i.	Faculty	CH, Pavani	
ii.	Course Coordinator	D. Haleena	
iii.	Module Coordinator	Dr. M. Manikya Rao	
iv.	Programme Coordinator	Dr. G. Grace	


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