



# SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

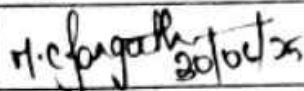
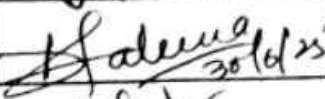
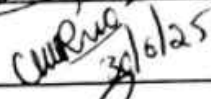

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Seetharampuram, W G DT, Narsapur-534280, (Andhra Pradesh)

## 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	COMMON TO ALL	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	
<b>Total</b>					<b>10</b>	
<b>III</b>	CO3: Apply effective communication skills in a variety of public and interpersonal settings (K3)	<b>3. NON VERBAL COMMUNICATION &amp; BODY LANGUAGE</b>				
		3.1	Kinesics & Proxemics	T1	2	Chalk & Talk, PPT, Tutorial
		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	
<b>Total</b>					<b>10</b>	
<b>IV</b>	CO4: Develop analytical, research, and organizational skills (K3)	<b>4. WRITTEN COMMUNICATION</b>				
		4.1	Mechanics of writing	T1, R2	1	Chalk & Talk, PPT, Tutorial, Active Learning & Case Study
		4.2	Report writing	T1, R2	1	
		4.3	Business correspondence	T1, R2	1	
		4.4	Business letter formal	T1, R2	1	
		4.5	Meetings & managing meetings	T3, R1	2	
		4.6	Resume writing	T1	1	
		4.7	Formats & Skills	T1	1	
<b>Total</b>					<b>11</b>	
<b>V</b>	CO5: Discover the impact of changing communication methods on society (K2)	<b>Globalization</b>				
		5.1	Prerequisites of effective presentation	T1, T2, R2	1	Chalk & Talk, PPT, Tutorial
		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	
<b>Total</b>					<b>10</b>	
<b>Revision</b>					<b>10</b>	
<b>CUMULATIVE PROPOSED PERIODS</b>					<b>60</b>	
<b>Text Books/ Reference Books:</b>						
<b>S.No.</b>	<b>AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION</b>					
<b>R1</b>	1. Business Communication-mallika Nawal, Cengage Learning, New Delhi, 2012					
<b>R2</b>	2. Organizational Communication-Paul Turner, JAICO Publishin House, New Delhi					
<b>R3</b>	3. Business Communication- R.K.Madhukar, Vikas Publishing House, New Delhi.					
<b>R4</b>	4. Business Communication-Sangita Mehta, Neety Kaushish, University Science Press, NewDelhi, 2010.					
<b>R5</b>	5. Business Communication- Meenakshi Rama, Oxford University Press, NewDelhi.					

Web Details	
1	<a href="https://youtu.be/dvncaanzUc?si=hp5H3nFKZRiBqeQb">https://youtu.be/dvncaanzUc?si=hp5H3nFKZRiBqeQb</a>
2	<a href="https://www.indeed.com/career-advice/interviewing/interview-questions-and-answer-for-fresher">https://www.indeed.com/career-advice/interviewing/interview-questions-and-answer-for-fresher</a>
3	<a href="https://www.bhf.org.uk/information-support/heart-matters-magazine/wellbeing/how-to-talk-about-health-problems/active-listening">https://www.bhf.org.uk/information-support/heart-matters-magazine/wellbeing/how-to-talk-about-health-problems/active-listening</a>
4	<a href="https://in.indeed.com/career-advice/career-development/forms-of-business-letter#:~:text=A%20cover%20letter%20is%20a,Conclusion">https://in.indeed.com/career-advice/career-development/forms-of-business-letter#:~:text=A%20cover%20letter%20is%20a,Conclusion</a>

	Name	Signature with Date
i. Faculty	M. Christi Sangeetha Assistant Professor	 20/6/25
ii. Course Coordinator	D. Haleena Assistant Professor	 30/6/25
iii. Module Coordinator	Dr. M. Manikya Rao Associate Professor	 30/6/25
iv. Programme Coordinator	Dr. G. Grace Professor & HOD, Dept. of MBA	

  
Principal