

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year II, Semester IV

L	T	P	C
		1	0

Course Code	DSP200
Course Title	Business Communication
Credits	0
Teaching hours:	15 hours

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Communicate effectively in professional contexts in English language
2. Communicate effectively according to different audience
- 3 Use terminology that can be applied to written reports and emails, and professional presentations
4. Use terminology suitable for telephonic business communication

Syllabus

Unit 1 Identifying and understanding audience

1.1 The Importance of Listening in the Workplace:

Introduction, what is listening?

Barriers to Listening,

Strategies for Effective Listening,

Listening in a Business Context

1.2 Non-Verbal Communication

1.3 Non-Verbal Cues – Facial Expressions, gestures, paralinguistic, body language and posture, eye gaze, appearance.

Unit 2. Verbal Communication

2.1 Introduction to basic language and vocabulary used in business situations

2.2 Writing business emails, reports, proposals

2.3 Use terminology suitable for telephonic business communication

Unit 3. Text Correction Conventions

3.1 Proof reading the written communication

Unit 4. Presentation Methods

4.1 Making a professional presentation

Suggested Readings^:

1. Effective English Communication by Mohan Krishna, Meenakshi Raman
2. Essentials of Business Communication, Mary Ellen Guffey, Dana Loewy
3. Writing, Speaking, Listening: The Essentials of Business Communication
Helen Wilkie

L= Lecture, T= Tutorial, P= Practical, C= Credit

w.e.f. academic year _2018_____ and onwards