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|  | <p style="text-align: center;"><b>MAHATMA GANDHI UNIVERSITY</b><br/>Kottayam, Kerala</p> <p style="text-align: center;"><b>Undergraduate Programmes (HONOURS)</b><br/><b>2024 Admission Onwards</b></p> |
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| SYLLABUS                      |                                                                                                                                                                                                                                                                                                                                              |                |          |           |                    |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------|-----------|--------------------|
| SIGNATURE COURSE              |                                                                                                                                                                                                                                                                                                                                              |                |          |           |                    |
| <b>Name of the College</b>    | Mount Royal College, Suryanelli, Idukki                                                                                                                                                                                                                                                                                                      |                |          |           |                    |
| <b>Faculty/ Discipline</b>    | Hospitality Business Management                                                                                                                                                                                                                                                                                                              |                |          |           |                    |
| <b>Programme</b>              | -                                                                                                                                                                                                                                                                                                                                            |                |          |           |                    |
| <b>Course Coordinator</b>     | Anjali Sreenivasan                                                                                                                                                                                                                                                                                                                           |                |          |           |                    |
| <b>Contributors</b>           |                                                                                                                                                                                                                                                                                                                                              |                |          |           |                    |
| <b>Course Name</b>            | Professional Communication in Business                                                                                                                                                                                                                                                                                                       |                |          |           |                    |
| <b>Type of Course</b>         | SEC                                                                                                                                                                                                                                                                                                                                          |                |          |           |                    |
| <b>Specialization title</b>   | This Signature Course does not have a specialization.                                                                                                                                                                                                                                                                                        |                |          |           |                    |
| <b>Course Code</b>            | MG4SECHBMA00                                                                                                                                                                                                                                                                                                                                 |                |          |           |                    |
| <b>Course Level</b>           | 200                                                                                                                                                                                                                                                                                                                                          |                |          |           |                    |
| <b>Course Summary</b>         | This course provides students with a comprehensive understanding and practical application of effective communication principles in various business contexts. It focuses on developing essential written, oral, interpersonal, and digital communication skills necessary for professional success in a globalized and dynamic environment. |                |          |           |                    |
| <b>Semester</b>               | 4                                                                                                                                                                                                                                                                                                                                            | <b>Credits</b> |          |           | <b>Total Hours</b> |
| <b>Course Details</b>         | <b>Learning Approach</b>                                                                                                                                                                                                                                                                                                                     | Lecture        | Tutorial | Practical |                    |
|                               |                                                                                                                                                                                                                                                                                                                                              | 3              | 0        | 0         | 45                 |
| <b>Pre-requisites, if any</b> | Basic English language proficiency and interest in study                                                                                                                                                                                                                                                                                     |                |          |           |                    |

#### Course Outcomes (CO)

| Number of COs |                                                                                                             | 6                  |          |
|---------------|-------------------------------------------------------------------------------------------------------------|--------------------|----------|
| CO No.        | Expected Course Outcome                                                                                     | Learning Domains * | PO No    |
| 1             | Differentiate between various communication models and their application in diverse business scenarios      | K, U               | PO4      |
| 2             | Produce well-structured, audience-centric, and purpose-driven written business documents                    | A, AN, S           | PO4      |
| 3             | Deliver engaging, well-organized, and persuasive oral presentations adapted to specific audiences           | A, C, S            | PO5      |
| 4             | Apply effective interpersonal communication techniques for collaboration, conflict resolution, and feedback | A, AN, S           | PO10     |
| 5             | Adapt communication strategies for cross-cultural interactions and leverage digital platforms effectively   | A, AN, S           | PO4, PO5 |

| Number of COs |                                                                                           |                    | 6     |  |
|---------------|-------------------------------------------------------------------------------------------|--------------------|-------|--|
| CO No.        | Expected Course Outcome                                                                   | Learning Domains * | PO No |  |
| 6             | Develop professional resumes and cover letters, and perform confidently in job interviews | A, S               | PO5   |  |

\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

#### CO-PO Articulation Matrix

| CO/PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
|-------|------|------|------|------|------|------|------|------|------|-------|
| CO 1  | -    | -    | -    | 3    | -    | -    | -    | -    | -    | -     |
| CO 2  | -    | -    | -    | 3    | -    | -    | -    | -    | -    | -     |
| CO 3  | -    | -    | -    | -    | 3    | -    | -    | -    | -    | -     |
| CO 4  | -    | -    | -    | -    | -    | -    | -    | -    | -    | 3     |
| CO 5  | -    | -    | -    | 3    | 3    | -    | -    | -    | -    | -     |
| CO 6  | -    | -    | -    | -    | 3    | -    | -    | -    | -    | -     |

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

#### Course Content

Content for Classroom transaction (Units)

| Module | Units                               | Course Description                                                                            | Hrs | CO No.     |
|--------|-------------------------------------|-----------------------------------------------------------------------------------------------|-----|------------|
| 1      | Evolution of Business Communication |                                                                                               |     |            |
|        | 1.1                                 | Evolution from traditional to digital                                                         | 2   | ["1"]      |
|        | 1.2                                 | Physical, psychological and semantic barriers in communication                                | 2   | ["1"]      |
|        | 1.3                                 | Four Levels of Listening Mastery                                                              | 2   | ["1", "5"] |
|        | 1.4                                 | The SOLER technique in listening                                                              | 3   | ["1", "6"] |
|        | 1.5                                 | Building Listening habits                                                                     | 1   | ["1"]      |
|        | 1.6                                 | Self-Monitoring techniques in conversation                                                    | 2   | ["1"]      |
| 2      | Language and writing skills         |                                                                                               |     |            |
|        | 2.1                                 | Business letter writing-parts, structure, layout                                              | 2   | ["2"]      |
|        | 2.2                                 | Personal correspondence- job application, resume, letter of acceptance, letter of resignation | 2   | ["2"]      |
|        | 2.3                                 | Letter of enquiry, order letter, complaint letter                                             | 3   | ["2"]      |
|        | 2.4                                 | Reports- parts and types, summarization of reports                                            | 2   | ["2"]      |
|        | 2.5                                 | 3X3 writing process                                                                           | 2   | ["2"]      |
|        | 2.6                                 | Electronic writing<br>E-mail etiquettes                                                       | 3   | ["3"]      |

| Module | Units             | Course Description                                                                                                                                                                                               | Hrs | CO No. |
|--------|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------|
| 3      | Presenting skills |                                                                                                                                                                                                                  |     |        |
|        | 3.1               | Understanding Presentation Purpose & Structure, simple ways to organize a presentation; knowing your audience and tailoring your message for them; managing time effectively for different presentation lengths. | 3   | ["3"]  |
|        | 3.2               | Designing Powerful Visual Aids & Delivery Props (Basics of designing clear PowerPoint/Google Slides)                                                                                                             | 2   | ["3"]  |
|        | 3.3               | Mastering Your Voice for Clarity, Utilizing body language, engaging eye contact                                                                                                                                  | 2   | ["3"]  |
|        | 3.4               | Confident Body Language & Stage Presence                                                                                                                                                                         | 3   | ["3"]  |
|        | 3.5               | Engaging Your Audience Simply. techniques to keep the audience interested throughout your presentation                                                                                                           | 2   | ["3"]  |
|        | 3.6               | Anticipating common questions related to your topic; listening carefully to understand questions fully; giving clear and concise answers                                                                         | 3   | ["4"]  |
|        | 3.7               | Why feedback helps you improve; how to listen actively and accept feedback graciously                                                                                                                            | 2   | ["4"]  |
|        | 3.8               | Differentiating sympathy from empathy and applying empathetic listening in professional interactions                                                                                                             | 2   | ["4"]  |

|                                       |                                                                                                                    |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Teaching and Learning Approach</b> | <b>Classroom Procedure (Mode of transaction)</b><br>Role play, Critical thinking, Teamwork, and Leadership skills. |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------|

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|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Assessment Types</b> | <p><b>MODE OF ASSESSMENT</b><br/>Mode of Assessment: Theory</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                         | <p><b>A. Continuous Comprehensive Assessment (CCA)</b><br/>• <b>Theory - 25 Marks</b><br/>Internal Test 15 Assignment 10</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                         | <p><b>B. End Semester Evaluation (ESE)</b><br/>• <b>Theory - 50 Marks</b><br/>Assessment Methods - Short Answer 50 Words 10 out of 15 <math>10 \times 2 = 20</math> Short Essays 200 Words 4 out of 6 <math>4 \times 5 = 20</math> Essays 350 Words 1 out of 3 <math>1 \times 10 = 10</math> TOTAL 50<br/>Duration of Examination - 1.50 Hrs<br/>Pattern of examination for Theory - Non-MCQ<br/>Different parts of written examination - Part - A , B , C<br/>Answer Type:<br/>◦ PART - A<br/>◦ Short answer - (10 out of 15 ) - <math>10 \times 2 = 20</math><br/>◦ PART - B<br/>◦ Short Essays - (4 out of 6 ) - <math>4 \times 5 = 20</math><br/>◦ PART - C<br/>◦ Essays - (1 out of 3 ) - <math>1 \times 10 = 10</math></p> |

## References

- Bovee, C. L., Thill, J. V., & Mescon, J. (Current Edition). Business Communication Today. Pearson Education. Guffey, M. E., Loewy, D., & Almonte, C. (Current Edition). Essentials of Business Communication. Cengage Learning. Sharma, R. C., & Mohan, K. (Current Edition). Business Communication. Tata McGraw-Hill Education. Locker, K. O., & Kaczmarek, S. K. (Current Edition). Business and Administrative Communication. McGraw-Hill Education. Pashley, B. (Current Edition). Interview Skills: How to Get Hired. Pearson Education.

## Suggested Readings

- Pritchard, S. (Current Edition). Resumes and Cover Letters for Dummies. For Dummies. Hewings, M. (2019). Cambridge English Pronunciation in Use Advanced. Cambridge University Press. Kaul, A. (Current Edition). Business Communication. PHI Learning. Duarte, N. (2010). Slide:ology: The Art and Science of Presentation Design. O'Reilly Media. Anderson, C. (2016). TED Talks: The Official TED Guide to Public Speaking. Houghton Mifflin Harcourt. Lucas, S. E. (Current Edition). The Art of Public Speaking. McGraw-Hill Education. Stokes, R. (Current Edition). eMarketing: The Essential Guide to Digital Marketing. Quercus. Singh, R. P. (Current Edition). Digital Communication. S. Chand Publishing

## Affidavit

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- We, Mount Royal College, Suryanelli, Idukki, agree to appoint a new course coordinator for the proposed Professional Communication in Business in the event of the unavailability of the currently nominated coordinator. This appointment will ensure the continued coordination of course delivery, assessments, and all related academic responsibilities necessary for the successful implementation of the signature course, for as long as the college offers this programme.
- We, Mount Royal College, Suryanelli, Idukki and Anjali Sreenivasan, declare that no part of this signature course submitted here for approval has been taken from the course content developed by, or from any of the course titles prepared by, the BoS/expert committee in the same discipline under our University.



**MGU-UGP (HONOURS)**

**Syllabus**