



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

BUSINESS COMMUNICATION LAB								
I Semester: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
25MB007	CORE	L	T	P	C	CIE	SEE	Total
		1	0	2	2	40	60	100
Contact Classes: 15	Tutorial Classes: Nil	Practical Classes:30			Total Classes: 45			
Prerequisite: Basic Proficiency in English								

COURSE OVERVIEW:

Business Communication Lab is designed to develop professional communication competencies required in modern business environments. The course integrates written, oral, digital, and interpersonal communication skills with practical laboratory exercises. It emphasizes business writing, report preparation, presentations, employability skills, and contemporary communication practices such as social media communication, cross-cultural interaction, and e-business communication.

The lab-oriented approach ensures experiential learning through drafting, presentations, resume preparation, mock interviews, report writing, and real-time business communication simulations. The course prepares students for corporate roles by enhancing clarity, professionalism, and strategic communication ability.

COURSE OBJECTIVES:

- To explain the various modes of communication and their application in business.
- To impart knowledge on business writing skills and improve the readability of written communication.
- To outline the importance of writing business reports and proposals.
- To explain the necessary employability skills.
- To orient students on contemporary aspects of business communication.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Interpret various modes of communication and their application in business contexts.

2. Categorize business writing skills and enhance readability of written communication.
3. Justify the importance of writing business reports and proposals.
4. Examine and apply necessary employability skills.
5. Demonstrate upskilling in contemporary aspects of business communication.

Unit – I: Introduction: Introduction to Business Communication, Business Communication Models, Communication Barriers, Communication Media Choices, Inter-cultural and Team Communication, Interpersonal Communication: Respecting Social Protocol, Networking and Socializing Professionally, Non-Verbal Communication, Listening, Communication through social media, Business Meetings.

Unit – II: Developing Business Writing Skills: Process of Writing, Drafting, Revising Visuals, Editing, Proofreading and Formatting, Writing Positive and Neutral Messages, Persuasive Messages, Bad News Messages, Business Letter Writing, Kinds of Business Letters, Communicating with E-Mail and Memos. Improving Readability of Written Communication using Gunning Fog Index.

Unit – III: Business Reports and Proposals: Writing the Report, Planning the Report, Steps in Writing Business Reports, Parts of a Report, Corporate Report and Business Proposal, Citing Sources.

Unit – IV: Oral and Employment Communication: The Role of Business Presentations, Planning and Organizing Presentations, Team Presentations, Online Presentations. Understanding Yourself, Career, Goal Setting, Preparing Resume, Resume Formats, Writing Covering Letters, and Enquiry Mails, Preparing for the Job Interview.

Unit – V: Contemporary Aspects in Communication: Business Etiquette, Developing Professional Telephone Skills, Mass Media, Public Relations Management, Cross Cultural and Global Communication, Communication in Information Technology, e-Business related Operations.

TEXT BOOKS:

- Business Communication – Mary Ellen Guffey & Dana Loewy, Cengage, 11th Edition, 2025.
- Business and Professional Communication – Kelly M. Quintanilla & Shawn T. Wahl, Sage Publications, 4th Edition, 2020.
- Business Communication – Lehman & Dufrene, Cengage, 10th Edition, 2022.

REFERENCE BOOKS:

- Business Communication – Dr. V.K. Jain & Dr. Omprakash Biyani, S. Chand, 2022.
- Business Communication – Varinder Kumar & Bodh Raj, Kalyani Publishers, 6th Edition, 2019.
- Business Communication – R.K. Madhukar, Vikas Publishing, 3rd Edition, 2018.
- Business Communication – Mallika Nawal, Cengage Learning, 2nd Edition, 2020.
- Writing Matters – Rebecca Moore Howard, McGraw Hill Education, 3rd Edition, 2018.
- Soft Skills for Everyone – Jeff Butterfield, Cengage Learning, 2017.

ELECTRONIC RESOURCES:

- Elevate English – McGraw Hill Digital Learning Platform
- Cengage Learning Online Resources (MindTap for Business Communication)
- Sage Edge Learning Resources
- Grammarly Business Writing Tools
- Purdue Online Writing Lab (OWL)
- LinkedIn Learning – Business Communication Courses
- Harvard Business Review Articles (Communication & Leadership)

MATERIALS ONLINE:

1. Open-ended experiments
2. Lab Manuals

