



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

BASIC COMMUNICATION SKILLS								
I SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
24MB008	LAB	L	T	P	C	CIE	SEE	Total
		-	-	2	2	40	60	100
Contact Classes: Nil	Tutorial Classes: Nil	Practical Classes:30			Total Classes: 30			
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. Develop effective written and presentation skills in English for managerial communication
2. Apply correct usage of articles, prepositions and vocabulary for enhancing essay writing.
3. Classify various types of sentences for effective written and presentation skills.
4. Incorporate correct tenses in oral and presentation communication.

5. Exhibit proficiency in proofreading practices, style sheet conventions with precision throughout English written communication

UNIT-I Introduction

Introduction to Basic English skills in grammar, basic sentence formation, written and presentation skills required for managers.

UNIT-II Introduction to Articles

Introduction to articles, prepositions and vocabulary words (synonyms, antonyms) preparation for essays various occasions

UNIT-III Sentence Formation

Introduction various types of sentence formation, written and presentation skills required for managers.

UNIT-IV Presentations Skill

Oral and presentations skill for formation of tenses (**Past, Present and Future**)

UNIT-V Contemporary Aspects in English skills

Contemporary Aspects in English skills for proof reading how to create and use a style sheet

TEXT BOOKS:

- Ober Newman, Communicating in Business, Cengage Learning, 2015.
- P. Subba Rao, B. Anita Kumar, C. HimaBindu, Business Communication, Cengage Learning India. Pvt. Ltd. 2012.
- Stephen Bailey, Academic Writing for International students of Business, Routledge, 2013.

REFERENCE BOOKS:

1. Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Sailesh Sen Gupta, Business and Managerial Communication, PHI, 2011
3. Elevate English , Mc Graw Hill, www.ellevateenglish.com

ELECTRONIC RESOURCES:

1. <http://www.abahe.co.uk/Free-En-Resources/English-for-Managers-Business-Correspondance.pdf>
2. http://www.pc-freak.net/international_university_college_files/Business%20Communication.pdf
3. <https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=8>
4. <https://www.goodreads.com/shelf/show/business-communication>

MATERIALS ONLINE:

1. Open-ended experiments
2. Lab Manuals

