



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsā Mūṇḁā Drāyabala Yūnīvārsīṭī

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Science B.Sc. (Zoology) Programme

Subject Name: FUNDAMENTALS OF WORKPLACE COMMUNICATION

Subject Code: BS06AEZOO1

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
2	-	-	2	25%	00	25%	00

Programme Name	B.Sc.
Semester	VI
Course Code	BS06AEZOO1
Course Title	Fundamentals of Workplace Communication
Course Content Type (Th./Pr.)	Theory
Course Credit	2
Sessions+ Lab. Per Week	-
Total Teaching/Lab. Hours	30 Hours

Learning Objectives

1. Develop effective professional written communication skills.
2. Enhance oral and digital workplace communication abilities.
3. Build teamwork, collaboration, and interpersonal skills.
4. Gain practical workplace communication experience through activities and simulations.

Prerequisites (if any)

1. Basic proficiency in English reading, writing, listening, and speaking skills.
2. Familiarity with fundamental communication concepts and interpersonal interactions.
3. Basic computer literacy, including the use of email, word processing, presentation software, and online communication platforms.
4. Willingness to participate in discussions, presentations, teamwork, and role-play activities.

Learning Outcomes

Upon completion of this course, students will be able to:

1. Understand key principles of workplace communication.
2. Apply effective communication skills in professional settings.
3. Demonstrate teamwork, collaboration, and problem-solving abilities.
4. Evaluate communication practices used in organizations.
5. Communicate confidently and professionally through practical workplace tasks.



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Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	Professional Speaking and Collaborative Workplace Skills A. Fundamentals of Professional Speaking • Importance of oral communication in business • Clarity, conciseness and coherence • Overcoming communication barriers B. Workplace Communication Skills • Professional conversations and active listening • Giving and receiving constructive feedback • Non-verbal communication (body language, tone, eye contact) C. Public Speaking and Presentations • Structuring formal presentations • Using visual aids (PowerPoint, charts, infographics) • Group discussions and interview skills D. Virtual and Cross-Cultural Communication • Video conferencing etiquette • Communication in global business environments • Teamwork and Collaboration • Effective team communication and participation • Conflict resolution and problem-solving • Decision-making and negotiation techniques E. Professional Networking • Building and maintaining workplace relationships Practical Activities: • Role-play: workplace conversation (manager-employee scenario) • Deliver a short presentation using slides (5-7 minutes) • Participate in a group discussion on a business topic • Mock interview practice (HR and candidate roles) • Simulate a team meeting and resolve a conflict case • Practice virtual meeting etiquette (mock Zoom/Teams session)	15





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II	Writing and Digital Communication Skills for the Workplace A. Fundamentals of Business Writing - Principles of clear and concise writing - Tone, style, and professionalism B. Writing Business Documents - Emails: structure, tone, and etiquette - Business letters: formal and informal styles C. Report and Proposal Writing - Writing effective business reports - Crafting persuasive business proposals D. Digital and Marketing Communication - Writing for websites, blogs, and social media - Creating compelling marketing messages E. Professional Meeting Documentation - Writing agendas, minutes, and action plans Practical Activities: - Draft a professional email for internship/job application - Write a formal business letter (complaint/inquiry) - Prepare a short business report based on a case study - Create a mini business proposal (product/service idea) - Design social media content (LinkedIn post or blog) - Write meeting agenda and minutes for a mock meeting	15
NOTE:	Compulsory One-Week Institutional Training at BMTU Campus: Exposure to Teaching and Non-Teaching Work Environments	
Text Book(s) NA		



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Reference Books

1. Courtland L, and John V. Thill. Business Communication Today. Pearson, 2021.
2. Guffey, Mary Ellen and Dana Loewy. Business Communication: Process and Product. Cengage Learning, 2022.
3. Jethwaney, Jaishri. Corporate Communication: Principles and Practices. Oxford UP, 2010.
4. Kaul, Asha. Effective Business Communication. Prentice Hall India, 2000.
5. Konar, Nira. Communication Skills for Professionals. Prentice Hall India, 2011.
6. Koneru, Aruna. Professional Communication. McGraw Hill Education, 2008.
7. Locker, Kitty O. and Donna S. Kienzler. Business and Administrative Communication. McGraw Hill, 2019.
8. Mitra, B.K. Business Communication and Personality Development. Oxford UP, 2011.
9. Munter, Mary and Lynn Hamilton. Guide to Managerial Communication: Effective Business Writing and Speaking. Pearson, 2020.
10. Pal, Rajendra and J. S. Korlahalli. Essentials of Business Communication. Sultan Chand & Sons, 2011.
11. Rai, Urmila and S. M. Rai. Managerial Communication. Himalaya Publishing House, 2009.
12. Raman, Meenakshi, and Prakash Singh. Business Communication. Oxford UP, 2006.
13. Ramesh, Gopalaswamy and Mahadevan Ramesh. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success. Pearson India, 2010.
14. Rao, M. S. Soft Skills: Enhancing Employability. I.K. International Publishing House, 2010.
15. Rentz, Kathryn and Paula Lentz. Lesikar's Business Communication: Connecting in a Digital World. McGraw Hill, 2019.

Web Resources

Online Resources

Required Software(s) (if any)

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Practical(s) (if any)

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L:: Lecture, **T::** Tutorial , **P::**Practical

CCE::Continuous and Comprehensive Evaluation

(CCETheory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/surprised), attendance etc. or any combination of these)

PWE::Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE::Semester End Evaluation

