



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsamunda Tribal University

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Arts

B.A. (Economics) Programme

Subject Name: FUNDAMENTALS OF WORKPLACE COMMUNICATION

Subject Code: BA06AEEO1

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.A.
Semester	VI
Course Code	BA06AEEO1
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
* 2 Laboratory = 1 Session	

Learning Objectives

1. To develop students' competence in professional written communication for workplace contexts such as emails, reports, and business documents.
2. To enhance students' ability to communicate effectively in oral and digital workplace settings with clarity and professionalism.
3. To build teamwork, collaboration, and interpersonal communication skills required in professional environments.
4. To provide practical exposure to real-world workplace communication through simulations, role-plays, and task-based learning.

Prerequisites (if any)

Learning Outcomes





बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsā Munda Tribal University

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Arts

B.A. (Economics) Programme

On the Completion of this course, students will able to:

1. Demonstrate understanding of key concepts and principles of workplace communication, including written, oral, and digital forms.
2. Apply effective communication strategies in professional contexts such as emails, reports, presentations, and workplace interactions.
3. Analyze and respond appropriately to workplace situations involving teamwork, feedback, conflict resolution, and collaboration.
4. Evaluate and compare different communication practices and techniques used in professional and organizational settings.
5. Develop confident and professional communication skills through practical tasks such as role-plays, presentations, and workplace simulations.

Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
	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	





बिरसा मुंडा त्रायबल युनिवर्सिटी Birsa Munda Tribal University

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Arts B.A. (Economics) Programme

	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
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		





बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsa Munda Tribal University

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Arts B.A. (Economics) Programme

Reference Books

1. Jethwaney, Jaishri. Corporate Communication: Principles and Practices. Oxford UP, 2010.
2. Kaul, Asha. Effective Business Communication. Prentice Hall India, 2000.
3. Konar, Nira. Communication Skills for Professionals. Prentice Hall India, 2011.
4. Koneru, Aruna. Professional Communication. McGraw Hill Education, 2008.
5. Locker, Kitty O., and Donna S. Kienzler. Business and Administrative Communication. McGraw Hill, 2019.
6. Mitra, B.K. Business Communication and Personality Development. Oxford UP, 2011.
7. Munter, Mary, and Lynn Hamilton. Guide to Managerial Communication: Effective Business Writing and Speaking. Pearson, 2020.
8. Pal, Rajendra, and J. S. Korlahalli. Essentials of Business Communication. Sultan Chand & Sons, 2011.
9. Rai, Urmila, and S. M. Rai. Managerial Communication. Himalaya Publishing House, 2009.
10. Raman, Meenakshi, and Prakash Singh. Business Communication. Oxford UP, 2006.
11. Ramesh, Gopalaswamy, and Mahadevan Ramesh. The Ace of Soft Skills: Attitude, Communication, and Etiquette for Success. Pearson India, 2010.
12. Rao, M. S. Soft Skills: Enhancing Employability. I.K. International Publishing House, 2010.
13. 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)

Practical(s) (if any)

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

