

Effective Business Communication Syllabus

Week/Module	Topics	Release Date
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ 	31 st July 2023
Week 1: The Process of Communication	<ul style="list-style-type: none"> • Overview of Communication • Meta-Communication • Essential Communication Skills • Effectiveness of Communication 	31 st July 2023
Week 2: Professional Writing - The Basics	<ul style="list-style-type: none"> • Written Business Communication Basics • Being Managerially Appropriate • Getting it Write the First Time 	11 th August 2023
Week 3: Professional Writing - Applications	<ul style="list-style-type: none"> • Business Correspondence • Reports and Summaries • Informative and Persuasive Communication 	18 th August 2023
	Mid – Term Assessment	18 th August 2023 Due Date: 18th September 2023
Week 4: Oral Communication	<ul style="list-style-type: none"> • Fundamentals of Oral Communication • Glossophobia and Lack of Confidence 	25 th August 2023
Week 5: Presentations	<ul style="list-style-type: none"> • Making Professional Presentations • Plan and Prepare • Practice and Perform 	1 st September 2023
Week 6: Interpersonal Skills	<ul style="list-style-type: none"> • Introduction to Interpersonal Communication • Behavior and Communication • Personality and Communication 	8 th September 2023



	End – Term Assessment	29 th September 2023 Due Date: 29th October 2023
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Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.