

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 	29 Jan 2024
Week 1: Communication 101	<ul style="list-style-type: none"> • What Communication is • Meta-Communication • Essential Communication Skills • Effectiveness of Communication 	29 Jan 2024
Week 2: Written Communication	<ul style="list-style-type: none"> • Written Business Communication Basics • Being Managerially Appropriate • Getting it Write the First Time 	9 Feb 2024
Week 3: Drafting Effective Business Documents	<ul style="list-style-type: none"> • Business Correspondence • Reports and Summaries • Informative and Persuasive Communication 	23 Feb 2024
	Mid – Term Assessment	23 Feb 2024 Due Date: 24 March 2024
Week 4: Oral Communication	<ul style="list-style-type: none"> • Fundamentals of Oral Communication • Glossophobia and Lack of Confidence 	1 March 2024
Week 5: Presentations	<ul style="list-style-type: none"> • Making Professional Presentations • Plan and Prepare 	8 March 2024

	<ul style="list-style-type: none"> Practice and Perform 	
Week 6: Interpersonal Skills	<ul style="list-style-type: none"> Introduction to Interpersonal Communication Behaviour and Communication Personality and Communication 	15 March 2024
	End – Term Assessment	15 March 2024 Due Date: 15 April 2024

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.