

Indian Institute of Technology Guwahati
Proposal for a New Course / Revision of a Course

Course Number & Title: BM 513H & Written Analysis and Communication	
L-T-P-C: 2-0-2-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular	
Kind of Proposal (New Course / Revision of Existing Course): New	
Offered as (Compulsory / Elective): Elective	
Offered to: Master of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Even	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional): To equip MBA students with the ability to analyze business situations critically and communicate their insights effectively through precise, purposeful writing.	
<p>Course Content/ Syllabus (<i>as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(.). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity,)</i></p> <p>Fundamentals of Business writing; Understanding audience, purpose, and tone, 7 Cs of effective communication, Clarity vs. conciseness, Grammar and punctuation essentials for professionals. Analytical Thinking & structured writing; Framing problem statements, MECE principle (Mutually Exclusive, Collectively Exhaustive), Pyramid principle for structured writing, Logic trees and flow diagrams. Case based writing; Analyzing Harvard/ICFAI/IIMA-style business cases, Drafting issue-based memos, Recommendation reports: structure and style, Executive summaries: impact through brevity. Business Correspondence; Email etiquette and formatting, Crafting persuasive cover letters, Business proposals and strategic briefs, Writing minutes and internal memos. Cross cultural Global Communication; Cultural sensitivity in language use, Global English vs. Regional styles, Managing tone across borders. Writing for digital platforms; LinkedIn posts, blog writing, and newsletters, SEO-conscious writing, Social media crisis communication drafts. Editing & peer review; Self-editing techniques, Peer feedback protocols, Rewriting for impact and clarity. Capstone Project.</p>	
Books (In case UG compulsory courses, please give it as “Text books” and “Reference books”. Otherwise give it as “References”).	
Texts: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	Courtland L. Bovee and John V. Thill, <i>Business Communication Today</i> , 14th Edition, Pearson Education, 2018.

References: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1	Mary Ellen Guffey and Dana Loewy, <i>Essentials of Business Communication</i> , 11th Edition, Cengage, 2018.