



**Shri Vile Parle Kelavani Mandal's
MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF
SCIENCE &
AMRUTBEN JIVANLAL COLLEGE OF COMMERCE AND
ECONOMICS (AUTONOMOUS)**

*NAAC Reaccredited 'A' grade, CGPA: 3.57,
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of
India, Best College, University of Mumbai (2016-17)*

Affiliated to the
UNIVERSITY OF MUMBAI

Program: B.Com.

Course: Business Communication

**Credit Based Choice System (CBCS) with effect from the
Academic year 2018-19**

Program: F.Y.B.Com				Semester: I & II	
Course: Business Communication				Course Code: UCMABCM104 & UCMABCM204	
Teaching Scheme				Evaluation Scheme	
Lecture (per week)	Practical (per week)	Tutorial (per week)	Credit	Continuous Assessment and Evaluation (CAE)	Term End Examinations (TEE)
3	-	1	3	Marks - 25	Marks - 75
Pre-requisite/Preamble:					
<p>UNESCO outlined the purpose of communication as “Communication maintains and animates life. It creates a common pool of ideas, strengthens the feeling of togetherness through exchange of message and translates thought into action.” Business Communication has evolved into one of the key factors in the aspect of organizational operations and the wellbeing and growth of an organization is dependent on smooth communication process across the organization. Professional success of an individual is also significantly impacted by the effectiveness of that person’s communication. Business Communication is a means by which behaviour is modified, change is affected, information is made productive and goals are achieved. This paper will delineate various communication tools utilized by the organizations to become an open system interacting with its environment. The paper will also consider various modern advancements in technological tools which has changed the dynamics of communication for individuals and establishments. The paper will similarly help the learners to determine the right tools to use for professional communication and achieve proficiency in all the four skills of communication viz. reading, writing, speaking and listening.</p>					
Learning Objectives:					
<ol style="list-style-type: none"> 1. To familiarize the learner with the processes and channels of communication which links an organization with its internal and external world 2. To help the learner understand the significance of the potency of effective communication in professional world 3. To sensitize the learner to the business ethics that organizations must comply with in business world 4. To acquaint the learner with rapidly changing communication technology 5. To hone the learner’s soft skills required for successful professional life 					
Learning Outcomes:					
<p>After successful completion of the course, the learner should be able to enhance his/her communication skills to meet the challenges of the professional world and achieve success in his/her professional goals and contribute to the growth of the organization he/she is employed with.</p>					
Outline of Syllabus:					

SEMESTER I		
Unit	Description	Duration
1	Theory of Communication	20 lec
2	Soft Skills	20 lec
3	Language and Writing Skills	05 lec
	Total	45 lec
TUTORIALS		15 lec
	<ul style="list-style-type: none"> • Soft Skills - Time Management, Team Building, Emotional Quotient (To be conducted as workshops. Learners can be evaluated based on participation in the activities.) • Case Studies based on Unit 1. Chapter 2,3,4 and 5 could be used for group discussions followed by note making and summarization based on the discussions. • Presentations by students either in group or individually based on the topics given by the faculty 	
DETAILED SYLLABUS		
UNIT I:	Theory of Communication <ol style="list-style-type: none"> 1. <i>Concept of Communication:</i> Models of Communication - Linear / Interactive/ Transactional/ Shannon and Weaver (To be only discussed in class); Meaning, Definition, Process, Need, Feedback; Emergence of Communication as a key concept in the Corporate and Global world 2. <i>Impact of Technology Enabled Communication:</i> Types - Internet, Blogs, E-mail, Moodle, Social Media (Facebook, Twitter and Whatsapp); Advantages and Disadvantages 3. <i>Communication at Workplace:</i> Channels - Formal and Informal: Vertical, Horizontal, Diagonal, Grapevine; Methods: Verbal and Non-Verbal (including Visual) 4. <i>Business Ethics:</i> Ethics at Workplace; Importance of Business Ethics; Personal Integrity at the Workplace; Business Ethics and Media; Computer Ethics; Corporate Social Responsibility 5. <i>Problems in Communication/ Barriers to Communication:</i> Physical or Environmental, Semantic or Language, Socio-Cultural and Psychological Barriers; Ways to Overcome these Barriers 6. <i>Listening:</i> Importance of Listening Skills; Obstacles to Listening; Cultivating Effective Listening Skills 	20 Lec
Unit II:	Soft Skills	20 Lec

	<ol style="list-style-type: none"> 1. Motivation, Leadership Skills, Negotiation Skills, Conflict Management (To be taught through theory and case studies) 2. Business Etiquette: Professional Etiquette, Phone Conversations Etiquette, Social Media Etiquette, Meeting Etiquette, Email Etiquette, Dining Etiquette, International Business Etiquette 	
Unit III:	Language and Writing Skills <ol style="list-style-type: none"> 1. Commercial Terms used in Business Communication (to be only discussed) 2. Paragraph Writing 	5 Lec
SEMESTER II		
Unit	Description	Duration
1	Group Communication	20 lec
2	Business Correspondence	15 lec
3	Language and Writing Skills	10 lec
	Total	45 Lec
TUTORIALS		15 lec
	<ul style="list-style-type: none"> • Mock Meetings; Group Discussions; Mock Interviews; Mock Conference using Role Play • Case Study based on Crisis Management, Drafting of Proposal • Presentations by students either in group or individually based on the project they have completed as a part of the internal assessment 	
DETAILED SYLLABUS		
UNIT I:	Group Communication: <ol style="list-style-type: none"> 1. <i>Interviews</i>: Group Discussion; Preparing for an Interview; Types of Interviews – Selection, Appraisal, Grievance, Exit, Online 2. <i>Meetings</i>: Need and Importance of Meetings; Types of Meetings; Conduct of meeting; Group Dynamics; Role of the Chairperson; Role of the Participants; Drafting of Notice, Agenda and Resolutions; Types of Secretaries – Company Secretary/ Private Secretary; Functions of secretaries (only to be discussed and not to be assessed) 3. <i>Committees & Conferences</i>: Importance & Types of Committees; Meaning and Importance of Conference; Organizing a Conference; Modern Methods: Skype & Webinar 4. <i>Public Relations</i>: Meaning; Functions of PR Department; External and Internal Measures of PR; Crisis Management; Press Release 	20 Lec

Unit II:	Business Correspondence 1. <i>Personnel Letters</i> : Application Letter with Resume; Letter of Acceptance of Job Offer; Resignation Letter; Statement of Purpose 2. <i>Trade Letters</i> : Letters of Inquiry; Letters of Complaints, Claims, Adjustments; Consumer Grievance Redressal Letter; Letter under Right to Information (RTI) Act	15 Lec
Unit III:	Language and Writing Skills 1. <i>Reports</i> : Parts, Types; Feasibility Reports; Investigative Reports 2. <i>Business Proposals</i> : Parts of Proposal, Drafting of Business Proposals	10 Lec

Reference Books:

1. Alien, R.K.(1970) Organisational Management through Communication.
2. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
3. Aswalthapa, K (1991) Organisational Behaviour, Himalayan Publication, Mumbai.
4. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
5. Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books
6. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
7. Bovee Courtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
8. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell Co., Chicago.
9. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
10. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New Delhi.
11. Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Illinois.
12. Sadri Sorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited
13. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo.
14. Wentz. Fredrick H. (2012) Soft Skills Training: A Workbook to Develop Skills for Employment, Create Independent Pub, London.

Any other information:

Details of Continuous Assessment (CA) - 25 marks - (to be conducted in the tutorials)

Component 1: Assignment/ Class test

Marks: 10 Marks

Component 2: Presentation

Marks: 15 Marks

External Assessment: 75 marks

Semester I

Semester End Examination Pattern

Marks: 75 Marks

hours: 2 ½

Q.1. Short notes (Any 2 out of 3) based on Unit 1. Chapter 1, 2 and 3

10 marks

Q.2. Long Questions (Any 2 out of 3) based on Unit 1. Chapter 4, 5 and 6	20 marks
Q.3. A. Short notes (Any 2 out of 3) based on Unit 2.	10 marks
Q.2. B. Case Study based on Unit 2.	10 marks
Q.4. A. Case Study with Multiple Choice Questions and one suggestion answer based on Channels and Barriers to Communication	10 marks
Q.4. B. Case Study with Multiple Choice Questions and one suggestion answer based on Business Ethics	10 marks
Q.5. Paragraph Writing (Any 1 out of 2)	05 marks
Semester II	
Semester End Examination Pattern	
Marks: 75 Marks	hours: 2 ½
Q.1. A. Short notes (Any 2 out of 3) based on Unit 1. Chapter 1 and 2	10 marks
Q.1. B. Case Study on Crisis Management	05 marks
Q.2. Long Questions (Any 1 out of 2) based on Unit 1. Chapter 3 and 4	10 marks
Q.3. A. Application Letter with Resume	10 marks
Q.3. B. Personnel letters (Any 2 out of 3) SOP, Resignation letter, Job acceptance letter	10 marks
Q.4. A. Trade Letters: (Any 1 out of 2) Inquiry and Reply/ Complaint, Claim, Adjustment Letters	10 marks
Q.4. B. Trade Letters: (Any 1 out of 2) Grievance Redressal Letter/ Right to Information Letter	10 marks
Q.5. A. Report Writing/Proposal Writing (Any 1 out of 2)	10 marks

Signature
HOD

Signature
Approved by Vice -Principal

Signature
Principal