



**Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR
ARTS, COMMERCE & SCIENCE COLLEGE,
NEW PANVEL (AUTONOMOUS)**

**Re-accredited 'A+' Grade by NAAC
'College with Potential for Excellence' Status Awarded by UGC
'Best College Award' by University of Mumbai**

Program: B.Com.

**Revised Syllabus of F.Y.B. Com. Business Communication
Choice Based Credit & Grading System (75:25)
w.e.f. Academic Year 2019-20**

The Details of Course

Sr. No.	Heading	Particulars
1	Title of Course	Business Communication paper I and II(Semester I and II)
2	Eligibility for Admission	12 th Commerce and Science of all recognised Boards
3	Passing marks	40%
4	Ordinances/Regulations (if any)	
5	No. of Semesters	Two
6	Level	U.G.
7	Pattern	Semester (75:25)
8	Status	Revised
9	To be implemented from Academic year	2019-2020

Preamble of the Syllabus:

Business communication plays crucial role in commercial world. It is regarded as the life blood of the internal and external activities performed in the business organizations. The growth of an organization directly or indirectly depends upon the effective methods of communication employed by all the stakeholders. Success and image building in the business arena is determined by different dimensions of communication. Therefore, all the corporate professionals should have command over oral and written communication.

Business communication is successful and effective only when all the elements of the communication process are actively involved in it. The desire to communicate is very natural and fundamental amongst all the human beings. Hence, corporate communication is intentional as well as unintentional. Action oriented communication is an amalgamation of verbal as well as non- verbal means of communication.

Business communication as a phenomenon has experienced tremendous transformation on account of advent of information technology and its application in all the spheres of business world. The information technology revolution which the world has experienced in the last decade has reformed business communication consistently and made it techno-savvy. As a result, business communication reaches across the world within seconds and all the business activities are performed digitally.

It is through the study of business communication, the learners are empowered with the process of successful communication, effective use body language, presentation and interview skills in the realm of commerce. It also makes them understand nuances of group discussion, meetings and conferences to be implemented in professional life. The students are meticulously trained in the process of drafting various business correspondences along with report writing needed in the commercial organizations.

The systematic learning of business communication is capable of creating successful managers, accountants, entrepreneurs and businessmen with sound knowledge and skills needed in today's vibrant, competitive and digital business realm.

Objectives of the Course:

- To familiarize the students with process of communication and its applications
- To acquaint the students with different types of communication
- To demonstrate effective use of technology in communication
- To inform the students about barriers to effective communication
- To introduce the students with business correspondence
- To develop effective listening skills amongst the students
- To cultivate effective oral skills those can enable students to speak confidently, interpersonally as well as in business organization

Course Outcome: After successful completion of the course the learner should be able:

- To recognize importance of business communication in corporate world
- To differentiate between formal and informal communication
- To understand the use of technology in the process of communication
- To acquire the skills of drafting various business letters
- To understand the importance of presentation and interview skills

F. Y. B. Com Business Communication

For the subject of Business Communication there shall be two papers for 45 lectures each comprising of three units of 15 Lectures each.

Semester-I

1. Paper-I Unit-I will be on Theory of Communication
2. Paper-I Unit-II will be on Business Correspondence
3. Paper- I Unit-III will be on Language and Writing Skills

Semester-II

1. Paper-II Unit-I will be on Group Communication
2. Paper-II Unit-II will be on Business Correspondence
3. Paper-II Unit-III will be on Language and Writing Skills

Scheme of Examination for Each Semester:

Internal Evaluation: 25 (20 marks internal test and 05 marks for attendance)

Semester End Examination: 75 Marks will be as follows -:

I	Theory: Semester I	
	Each theory paper shall be of two and half hour duration.	
	All questions are compulsory and will have internal options. All questions carry equal marks	
	Q-1	A) Fill in the blanks B) Match the Following (From all the units)
		10Marks 05Marks
	Q-2	Short notes (3 out of 5) (from unit 1,Chapters 1,2,3) 15 Marks
	Q-3	Essay Type (1out of 3)(from unit 1,Chapters 4,5,6) 15 Marks
Q-4	A) Application letter with resume(unit 2) B) Paragraph writing(1 out of 2) (unit 3)	
	10 Marks 05 Marks	
Q-5	Personnel letters (3 out of 5) (unit 2)	
	15 Marks	
II	Theory: Semester II	
	Each theory paper shall be of two and half hour duration.	
	All questions are compulsory and will have internal options. All questions carry equal marks	
	Q-1	A) Fill in the blanks B)Match the Following (From all the units)
		10 Marks 05 Marks
	Q-2	Short notes (3 out of 5) (from unit 1, Chapters 1,2,) 15 Marks
	Q-3	Essay Type (1out of 3) (from unit 1,Chapters3,4) 15 Marks
Q-4	A) Drafting Notice, Agenda and 2 Resolutions B) Drafting of Report	
	08 Marks 07 Marks	
Q-5	Letters(3 out of 5) (unit 2)	
	15 Marks	

Choice Based Credit Grading and Semester System (CBCGS)

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SEMESTER I

Course Code	Unit	Topics	Credits	Lectures
UCM1BC	I Theory of Communication	<p>1. Concept of Communication Meaning and Definition of Communication Process of Communication Need of Communication Feedback Emergence of Communication as a Key Concept in the Corporate and Global World</p> <p>2. Impact of Technology Enabled Communication Types: Internet, Blogs, E-mail, Moodle, Social Media - Facebook, Twitter and What's App - Advantages & Disadvantages</p> <p>3. Communication at the Workplace</p> <ul style="list-style-type: none"> • Channels of Communication - Formal and Informal, Vertical, Horizontal, Diagonal, Grapevine • Methods of Communication Verbal and Non-verbal (including Visual) • Business Etiquettes <p>4. Business Ethics</p> <ul style="list-style-type: none"> • Ethics at the Workplace - Importance of Business Ethics • Personal Integrity at the Workplace • Business Ethics and Media • Computer Ethics • Corporate Social Responsibility 	03	15

		<p>5. Problems/ Barriers to Communication</p> <ul style="list-style-type: none"> • Physical, Semantic/Language, Socio-Cultural and Psychological Barriers • Ways of overcoming these Barriers <p>6. Listening</p> <ul style="list-style-type: none"> • Importance of Listening Skills • Barriers to Listening • Cultivating Good Listening Skills 		
	<p>II Business Correspondence</p>	<p>1.Theory of Business Letter Writing</p> <ul style="list-style-type: none"> • Parts of a Business Letter • Full Block Layout of a Business Letter • Principles of Effective E-mail Writing <p>2. Personnel Correspondence 10 Lectures</p> <ul style="list-style-type: none"> • Statement of Purpose • Job Application Letter and Résumé • Letter of Appointment • Letter of Acceptance of Job Offer • Letter of Appreciation • Letter of Resignation 		<p>15</p>
	<p>III Language and Writing Skills</p>	<p>1.Commercial Terms Used in Business Communication(Only to be discussed)</p> <p>2. Paragraph Writing 2 Lectures</p> <ul style="list-style-type: none"> • Developing an idea, using appropriate linking devices, Cohesion and Coherence, self-editing etc <p>3. Tutorials Activities-</p> <ul style="list-style-type: none"> • Speaking Skills • Writing Skills • Remedial Grammar • Soft Skills- EQ, Conflict Management, Time Management • Role Play 		<p>15</p>

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SEMESTER II**

Course Code	Unit	Topics	Credits	Lectures
UCM2BC	I Group Communication	<p>1. Group Discussions & Interviews</p> <ul style="list-style-type: none"> • Group Discussion • Preparing for an Interview • Types of Interviews Selection, Appraisal, Grievance, Exit, Online <p>2. Meetings</p> <ul style="list-style-type: none"> • Need and Importance of Meetings • Types of Meetings • Conduct of a Meeting • Group Dynamics • Role of the Chairperson • Role of the Participants • Drafting of Notice, Agenda and Resolutions <p>3. Committees Conferences</p> <ul style="list-style-type: none"> • Importance & Types of Committees • Meaning & Importance of Conference • Organizing a Conference • Modern Methods of Conducting Conferences- Skype & Webinar <p>4. Public Relations</p> <ul style="list-style-type: none"> • Meaning of Public Relations (PR) • Functions of the PR Department of an Organization • External and Internal Measures of Promoting PR • Crisis Management • Press Release 	03	15

		<ul style="list-style-type: none"> • Importance of Humanity and Good Manners 	
	II Business Correspondence	<p>1. Trade Letters</p> <ul style="list-style-type: none"> • Letters of Inquiry • Letters of Complaints, Claims, Adjustments • Sales Letters, Promotional Leaflets and Fliers • Consumer Grievance Redressal Letters • Letters under Right to Information (RTI) Act 	15
	III Language and Writing Skills	<p>1. Reports and Business Proposals</p> <ul style="list-style-type: none"> • Parts of a Business Report • Types of Business Reports <ol style="list-style-type: none"> a. Feasibility Reports b. Investigative Reports • Drafting of Business Proposals <p>2. Tutorial Activities</p> <ul style="list-style-type: none"> • Group Discussion • Book Reviews • Mock Interviews • Presentations 	15

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3. Aswalthapa, K. (1991)Organisational Behaviour, Himalayan Publications, Mumbai.
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