



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. Accounting and Finance
Revised Syllabus of F.Y.B.Com. Accounting and Finance
(Business Communication)
Choice Based Credit & Grading System (60:40)
w.e.f. Academic Year 2019-20

F.Y.B. Com. Accounting and Finance (Business Communication) Syllabus

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 (60:40)
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. Accounting and Finance (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 Obstacles to Communication in Business World
3. Paper- I Unit-III will be on Business Correspondence
4. Paper- I Unit- IV will be on Language and Writing Skills

Semester-II

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

Scheme of Examination for Each Semester:

Internal Evaluation: 40 Marks.

Internal Assessment: 40 % 40 Marks
(For Courses without Practical)

Sr. No.	Particular	Marks
01	One periodical class test	20 Marks
02	One presentation based on curriculum to be assessed by the teacher concerned	15 Marks
	Presentation	10 Marks
	Written Document	05 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Periodical Class Test for the Courses)

Maximum Marks: 20

Questions to be set: 02

Duration: 40 Minutes

All Questions are Compulsory

Question No	Particular	Marks
Q-1	Match the Column / Fill in the Blanks / Multiple Choice Questions/ Answer in One or Two Lines (Concept based Questions) (1 Marks / 2 Marks each)	10 Marks
Q-2	Answer in Brief (Attempt any Two of the Three) (5 Marks each)	10 Marks

Semester End Examination: 60 Marks will be as follows -:

I	Theory: Semester I	
	Each theory paper shall be of two hour duration.	
	All questions are compulsory and will have internal options. All questions carry equal marks	
	Q-1	From Unit I (with internal options) 15 Marks
	Q-2	From Unit II (with internal options) 15 Marks
	Q-3	From Unit I & II (Short notes)(2 out of 4) 15 Marks
	Q-4	From Unit III & IV (Business Letters- 3 out of 5) 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	From Unit I (with internal options) 15 Marks
	Q-2	From Unit II (with internal options) 15 Marks
	Q-3	From Unit I & II (Short notes)(2 out of 4) 15 Marks
	Q-4	From Unit III & IV (Business Letters- 3 out of 5) 15 Marks

Choice Based Credit Grading and Semester System (CBCGS)
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Syllabus
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SEMESTER I

Course Code	Unit	Topics	Credits	Lectures
UCM1BC	I Theory of Communication	<p>1. Concept of Communication Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication.</p> <p>2. Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine.</p> <p>3. Objectives of Communication Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees. (A brief introduction to these objectives to be given)</p> <p>4. Methods and Modes of Communication Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E-communication Video and Satellite Conferencing.</p>	03	15

	<p style="text-align: center;">II Obstacles to Communi- cation in Business World</p>	<p>1.Problems in Communication /Barriers to Communication Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers.</p> <p>2.Listening</p> <ul style="list-style-type: none"> • Importance of Listening Skills, Cultivating good Listening Skills – 4 <p>3.Introduction to Business Ethics</p> <ul style="list-style-type: none"> • Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility. • Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: • Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, • Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace • Piracy, Insurance, Child Labour. 		<p>15</p>
	<p style="text-align: center;">III Business Correspon- dence</p>	<p>1. Theory of Business Letter Writing</p> <ul style="list-style-type: none"> • Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing <p>2.Personnel Correspondence</p> <ul style="list-style-type: none"> • Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation, Letter of Appointment, Promotion and Termination, Letter of Recommendation. 		<p>15</p>

	<p>IV Language and Writing Skills</p>	<p>1.Commercial Terms used in Business Communication Paragraph Writing:</p> <ul style="list-style-type: none"> • Developing an idea, using appropriate linking devices, etc • Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.] <p>Activities</p> <ul style="list-style-type: none"> • Listening Comprehension • Remedial Teaching • Speaking Skills: Presenting a News Item, Dialogue and Speeches • Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. • Reading Comprehension: Analysis of texts from the fields of Commerce and Management. <p>Particles:</p> <ul style="list-style-type: none"> • English language laboratory. 	<p>03</p>	<p>15</p>
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SEMESTER II**

Course Code	Unit	Topics	Credits	Lectures
<p>UCM2BC</p>	<p>I Presentation Skills</p>	<p>Presentations</p> <ul style="list-style-type: none"> • Principles of Effective Presentation • How to make a Power-Point Presentation 	<p>03</p>	<p>15</p>
	<p>II Group Communication</p>	<p>Interviews:</p> <ul style="list-style-type: none"> • Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit 		<p>15</p>

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		<p>Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions</p> <p>Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing</p> <p>Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR</p>		
	<p>III Business Correspondence</p>	<p>Trade Letters: Order, Credit and Status Enquiry, Collection Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act</p>		<p>15</p>
	<p>IV Language and Writing Skills</p>	<p>Reports: Parts, Types, Feasibility Reports, Investigative Reports.</p> <p>Basics of Grammar: Parts of speech and Tense.</p> <p>Particles: English language laboratory.</p>	<p>03</p>	<p>15</p>

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