



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.M.S.

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

F.Y.B.M.S. (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, Arts 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.M.S. (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)
F.Y. B.M.S. (Business Communication) Syllabus
To be implemented from the Academic year 2019-2020
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 |
| | II Obstacles | <p>1. Problems in Communication / Barriers to Communication Physical/ Semantic/Language / Socio-Cultural / Psychological /</p> | | 15 |

| | | | | |
|--|--|---|--|------------------|
| | <p>to Communi- cation in Business World</p> | <p>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>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> |

F.Y.B.M.S. (Business Communication) Syllabus

| | | | | |
|--|--|---|--|------------------|
| | <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>15</p> |
|--|--|---|--|------------------|

Choice Based Credit Grading and Semester System (CBCGS)
F. Y. B.M.S (Business Communication) Syllabus
To be implemented from the Academic year 2019-2020
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>Meetings: Need and Importance of</p> | | <p>15</p> |

F.Y.B.M.S. (Business Communication) Syllabus

| | | | | |
|--|--|---|------------------|------------------|
| | | <p>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> |

Reference Books:

1. Agarwal, AnjuD. (1989) A Practical Handbook for Consumers, India Book House, Mumbai.
2. Ashley, A. (1992) A Handbook Of Commercial Correspondence, Oxford University Press, New Delhi.

F.Y.B.M.S. (Business Communication) Syllabus

3. Aswalthapa, K. (1991) Organizational Behaviour, Himalayan Publications, Mumbai.
4. Atreya, N. and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
5. Bahl, J. C. and Nagamia S. M. (1974) Modern Business Correspondence and Minute Writing, N. M. Tripathi Pvt.Ltd .New Delhi.
6. Balan, K.R. and Rayudu, C. S. (1996) Effective Communication, Beacon Books, New Delhi.
7. Bangh, L.Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
8. Banerjee, Bani P. (2005) Foundation of Ethics in Management, Excel Books, New Delhi.
9. Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
10. Basu, C. R. (1998) Business Organisation and Management, Tata McGraw-Hill, New Delhi.
11. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
12. Bhargava and Bhargava (1971) Company Notices, Meetings and Regulations, Taxman New Delhi.
13. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
14. Britt, Deborah. Improving Business Communication Skills, Kendall Hunt Publishing Co. (1992) 26
15. Bovee Courtland, L. and Thrill, John V. (1989) Business Communication Today, McGraw Hill, New York, Taxman Publication.
16. Burton, G. and Thakur, (1995) Management Today- Principles and Practices, Tata McGraw Hill, New Delhi.
17. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell Co., Chicago.

F.Y.B.M.S. (Business Communication) Syllabus

18. Drucher,P.F. ((1970) Technology, Management and Society, Pan Books London.
19. Drucher,P.F.((1974)Management Responsibilities Practices, Heinemann, London. 20. Eyre, E.C. (1985) Effective Communication Made Simple,Rupa and Co., Kolkata.
21. Ecouse, Barry (1999), Competitive Communication: A Rhetoric for Modern Business, OUP, New Delhi.
22. Fisher,Dalmar (1999),Communication in Organisation, Jaico Publishing House,Mumbai.
23. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc., New Jersey.
24. French, Astrid (1993) Interpersonal Skills, Sterling Publishers, New Delhi.
25. Fritzsche, David J. (2005) Business Ethics: A Global and Managerial Perspective, McGrawHill, New York.
26. Gartside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd.Plymouth.
27. Ghanekar, A. (1996) Communication Skills for Effective Management, Everest Publishing House, Pune.
28. Goleman, Daniel (1995) Emotional Intelligence, Bloomsbury Publications, Great Britain.
29. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
30. Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly, Response Books, New Delhi.
31. Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line, Response Books, New Delhi.
32. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
33. Lesikar, Raymond V. and Petit, John D.(1994) Business Communication: Theory and Application, Richard D. Irwin Inc.,Illinois.
34. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.

F.Y.B.M.S. (Business Communication) Syllabus

35. M. Ashraf, Rizvi (2006) Effective Technical Communication, Tata McGraw Hill, New Delhi.
36. Martson, John E. (1963) The Nature of Public Relations, McGraw Hill, New Delhi.
37. Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice, New Delhi.
38. McLean, Scott L. (2016) Business Communication for Success, Flat World Publishers, Washington.
39. McQuail, Denis (1975) Communication, Longman, New York.
40. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
41. Mishra Rajiv K. (2006) Code of Conduct for Managers, Rupa Company, Mumbai.
42. Monippalli, M.M. (1997) The Craft of Business Letter Writing, Tata McGraw Hill, New Delhi.
43. Montagu, A. and Matson, Floyd (1979) The Human Connection. McGraw Hill, New York.
44. Murphy, Herta and Hilde Brandt, Herbert W. (1984) Effective Business Communication, McGraw Hill, New York.
45. Parry, John (1968) The Psychology of Human Communication, American Elsevier, New York.
46. Peterson, Robert A and Ferrell, O.C. (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders, Prentice Hall of India Pvt., Ltd.
47. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
48. Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) Business Ethics: Concepts and Cases, Tata McGraw Hill, New Delhi.
49. Shekhar, R.C. (1997) Ethical Choices in Business, Response Books, Pennsylvania State University Press, U.S.A.
50. Stephenson, James (1988) Principles and Practice of Commercial Correspondence. Pilman and Sons Ltd., London.
51. Shurter, Robert L. (1971) Written Communication in Business, Tata McGraw Hill, Tokyo.