

The Kelkar Education Trust's
V. G. Vaze College of Arts, Science and Commerce (Autonomous)

The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce (Autonomous)

Mithagar Road, Mulund East, Mumbai 400081

Re-Accredited (4th Cycle) by NAAC with 'A' Grade



Syllabus for FYBA/ FYBCom/ FYBSc

(Implemented AY 2023-2024)

Program: B.A./ B.Com./ B.Sc.

Semester I

Course Title: (AEC) Business Communication – I

Course Code	Paper Title	Credits
VGVAE101	Business Communication - I	02

Syllabus as per **Choice Based Credit System (CBCS)**

Semester	: I
Name of the Programme	: FYBCOM
Course	: AEC
Course Code	: VGVUAE101
Course Title	: Business Communication – I
Course content	: Syllabus enclosed
Reference(s)	: Given in the Syllabus
Credit Structure	:
Number of Credits per Semester	: 02
Number of Lectures per unit	: 05 + 05 Tutorials
Number of Lectures per week	:
Number of Tutorials per week	: 01 (per batch of 20 students)
Scheme of Examination	: Internal Assessment + Assignment (50 marks)
Special Notes, if any	: NA
Eligibility, if any	: As laid down in the College Admission Brochure/ Website
Fee Structure	: As per College Fee Structure specifications
Special Ordinances / Resolutions, if any	: No

Programme: FYBA/FYBCom/FYBSc Course Title: Business Communication - I
Semester: I Course: Course Code: VGVUAE101

Teaching Scheme (Hrs/week)				Continuous Internal Assessment (50 marks)					Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab/ Tut.	
1	1	-		15	25	10	-	-	50

Prerequisites: Basic competence in English
 Basic interest in written and spoken communication

Course Objectives:
1. to develop awareness of the communication process among the learners
2. to develop effective spoken skills
3. to develop effective writing skills
4. to develop awareness of communication technology
5. to familiarize them with the communication needs of the business world

Course Outcome: On successfully completing the course, the learner will be able to:
1. apply the techniques of communication effectively
2. improve his/ her spoken skills
3. write letters of personnel correspondence
4. effectively use various technology-enabled communication applications
5. understand the types and methods of communication at the workplace

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Course Content:			
Unit No.	Module No.	Content	Lectures
1	I	Impact of technology enabled communication Internet, blogs, email, social media (Facebook, WhatsApp, Instagram)	05 + 05 Tutorials
2	I	Communication at the workplace Channels – formal and informal Methods – verbal, non-verbal	05+05 tutorials
3	I	Personnel correspondence Theory – parts, structure and layout (full block) Letters – Job Application, Resume writing, Letter of Acceptance, Letter of resignation	05+ 05 Tutorials
Total number of lectures and tutorials			15+ 15 Tutorials

Tutorials	15
Speaking skills, presentations on soft skills, remedial grammar	

Teaching Methodology
Lectures, Flipped Classroom, Presentations, ICT, Case Studies, Demonstrations, Role play, Workshops, Guest Lectures

Examination Pattern and Marking Scheme		Total Marks 50
Sr. No.	Particulars	Marks
1.	Class Test	15
2.	Assignments/Projects	25
3.	APICID and Attendance	10
Total Marks		50

Recommended Resources
Textbooks
<i>Business Communication – Reliable Publications</i>
Reference Books
Aswalthapa, K (1991) <i>Organisational Behaviour</i> , Himalaya Publication.
Balan, K.R. and Rayudu C.S. (1996) <i>Effective Communication</i> , Beacon.
Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) <i>How to Write First Class Business Correspondence</i> , N.T.C. Publishing Group.
Barkar, Alan (1993) <i>Making Meetings Work</i> , Sterling Publications Pvt. Ltd.
Benjamin, James (1993) <i>Business and Professional Communication Concepts and Practices</i> , HarperCollins College Publishers.
Black, Sam (1972) <i>Practical Public Relations</i> , E.L.B.S.
Bovee Courtland,L and Thill, John V (1989) <i>Business Communication Today</i> . McGraw Hill, New York, Taxman Publication.
Burton, G and Thakur, (1995) <i>Management Today – Principles and Practices</i> . T.M.H.
Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) <i>Public Relations Handbook</i> , The Dartwell Co., Chicago.
Davidson, Jeff. <i>Successful Workplace Communication</i> . Jeff Davidson, 2009.
Ecouse Barry, (1999), <i>Competitive Communication: A Rhetoric for Modern Business</i> , OUP.
Eyre, E.C. (1985) <i>Effective Communication Made Simple</i> , Rupa and Co.
Fisher Dalmar, (1999), <i>Communication in Organisation</i> , Jaico Publishing House.
French, Astrid (1993) <i>Interpersonal Skills</i> . Sterling Publishers.
Garlside, L.E. (1980) <i>Modern Business Correspondence</i> , McDonald and Evans Ltd.
Ghanekar, A (1996) <i>Communication Skills for Effective Management</i> . Everest Publishing House.
Graves, Harold F. (1965) <i>Report Writing</i> , Prentice Hall.
Gupta, Alpama and S. M. Gupta. <i>Effective Business Communication</i> . Viva Books, 2015.
Kaul, Asha. (2013) <i>Business Communication</i> , Prentice-Hall.
Krevolin, Nathan (1983) <i>Communication Systems and Procedures for Modern Office</i> , Prentice Hall.
Ludlow, Ron. (1995) <i>The Essence of Effective Communication</i> , Prentice.

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Monippally, Matthukutty M. (2014) *Business Communication Strategies*. Tata McGraw-Hill Publishing Company Ltd., 2014.

Murphy, Herta and Hilde Brandt, Herbert W (1984) *Effective Business Communication*, McGraw Hill.

Phillip, Louis V. (1975) *Organisational Communication – The Effective Management*, Columbus Grid Inc.

Ross, Robert D. (1977) *The Management of Public Relations*. John Wiley and Sons.

E-resources

<https://www.slideshare.net/iniwannalangniyaakobastabasta/models-of-communication-63235607>
https://www.slideshare.net/draizelle_sexon/business-letter-12043197

Syllabus prepared by

Convenor	Ms. Radhika Gangadhar Assistant Professor, Dept. of English, V G Vaze College of Arts Science and Commerce (Autonomous), Mulund, Mumbai
Members	Dr. Dinesh Kumar Professor and Head, Dept. of English, V G Vaze College of Arts Science and Commerce (Autonomous), Mulund, Mumbai
	Ms. Madhu Bala Assistant Professor, Dept. of English, V G Vaze College of Arts Science and Commerce (Autonomous), Mulund, Mumbai
	Ms. Sreelekshmi Assistant Professor, Dept. of English, V G Vaze College of Arts Science and Commerce (Autonomous), Mulund, Mumbai

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Syllabus for FYBA/ FYBCom/ FYBSc

(Implemented AY 2023-2024)

Program: B.A./ B.Com./ B.Sc.

Course Title: (AEC) Business Communication – II

Course Code	Paper Title	Credits
VGVAE201	Business Communication – II	02

Syllabus as per **Choice Based Credit System (CBCS)**

Semester	: II
Name of the Programme	: FYBCOM
Course	: AEC
Course Code	: VGVUAE201
Course Title	: Business Communication – II
Course content	: Syllabus enclosed
Reference(s)	: Given in the Syllabus
Credit Structure	:
Number of Credits per Semester	: 02
Number of Lectures per unit	: 05 + 05 Tutorials
Number of Lectures per week	: 01 + 01
Number of Tutorials per week	: 01 (per batch of 20 students)
Scheme of Examination	: Internal Assessment + Assignment (50 marks)
Special Notes, if any	: NA
Eligibility, if any	: As laid down in the College Admission Brochure/Website
Fee Structure	: As per College Fee Structure specifications
Special Ordinances / Resolutions, if any	: No

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Programme: FYBA/FYBCom/FYBSc

Course Title: Business Communication - II

Semester: II

Course: AEC

Course Code: VGVUAE201

Teaching Scheme (Hrs/week)				Continuous Internal Assessment (50 marks)					Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab/ Tut.	
1	1	-		15	25	10	-	-	50

Prerequisites:

Basic competence in English

Basic interest in written and spoken communication

Course Objectives:

1. to impart competence in group communication
2. to enhance effective writing skills in business correspondence
3. to impart command over formal correspondence
4. to develop an understanding of the interview process
5. to enhance the understanding of the use of technology in business communication

Course Outcome: On successfully completing the course, the learner will be able to:

1. apply techniques of effective group communication
2. conduct/ be part of interviews in formal environments
3. write letters pertaining to business correspondence
4. draft notices and agendas for business meetings
5. conduct business meetings and conferences with the help of modern technology

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Course Content:			
Unit No.	Module No.	Content	Lectures
1	I	Group Communication-I Interviews – concept, group discussion, types of interviews Meetings – concept, need and importance, drafting of notice and agenda	05+05 Tutorials
2	I	Group Communication-II Conference – concept, organising a conference, modern methods (video conferences – Google Meet/ Zoom/ Teams)	05+05 Tutorials
3	I	Business Correspondence Letter of Inquiry, Letter of Complaints, Letter of Sales, RTI Letter	05+05 Tutorials
Total number of lectures and Tutorials			15+15 Tutorials

Tutorials	15
Writing skills, role play, presentations, remedial grammar	

Teaching Methodology
Lectures, Flipped Classroom, Presentations, ICT, Case Studies, Demonstrations, Role play, Workshops, Guest Lectures

Examination Pattern and Marking Scheme		Total Marks 50
Sr. No.	Particulars	Marks
1.	Class Test	15
2.	Assignments/Projects	25
3.	APICID and Attendance	10
Total Marks		50

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Aswalthapa, K (1991) <i>Organisational Behaviour</i> , Himalaya Publication.
Balan, K.R. and Rayudu C.S. (1996) <i>Effective Communication</i> , Beacon.
Barkar, Alan (1993) <i>Making Meetings Work</i> , Sterling Publications Pvt. Ltd.
Basu, C.R. (1998) <i>Business Organisation and Management</i> , T.M.H.
Benjamin, James (1993) <i>Business and Professional Communication Concepts and Practices</i> , HarperCollins College Publishers.
Black, Sam (1972) <i>Practical Public Relations</i> , E.L.B.S.
Bovee Courtland, L and Thill, John V (1989) <i>Business Communication Today</i> . McGraw Hill, New York, Taxman Publication.
Burton, G and Thakur, (1995) <i>Management Today – Principles and Practices</i> . T.M.H.
Darrow, Richard, Forrsta, Dan and Coolman, Aubrey (1967) <i>Public Relations Handbook</i> , The Dartwell Co., Chicago.
Drucher, P.F. (1970) <i>Technology, Management and Society</i> , Pan Books.
Ecouse Barry, (1999), <i>Competitive Communication: A Rhetoric for Modern Business</i> , OUP.
Eyre, E.C. (1985) <i>Effective Communication Made Simple</i> , Rupa and Co.
Fisher Dalmar, (1999), <i>Communication in Organisation</i> , Jaico Publishing House.
French, Astrid (1993) <i>Interpersonal Skills</i> . Sterling Publishers.
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Graves, Harold F. (1965) <i>Report Writing</i> , Prentice Hall.
Kaul, Asha. (2013) <i>Business Communication</i> , Prentice-Hall.
Ludlow, Ron. (1995) <i>The Essence of Effective Communication</i> , Prentice.
Martson, John E. (1963) <i>The Nature of Public Relations</i> , McGraw Hill.
Monippalli, M.M. (1997), <i>The Craft of Business Letter Writing</i> , T.M.H.
Murphy, Herta and Hilde Brandt, Herbert W (1984) <i>Effective Business Communication</i> , McGraw Hill.

Phillip, Louis V. (1975) *Organisational Communication – The Effective Management*, Columbus Grid Inc.

Ross, Robert D. (1977) *The Management of Public Relations*. John Wiley and Sons.

Stephenson, James (1988) *Principles and Practice of Commercial Correspondence*. Pilman and Sons Ltd.

Winter, Sean. *Job Interview Preparation and Conversation Skills*. Native Publisher, 2020.

E-resources

<http://www.garreynolds.com/preso-tips/design/> (how to make ppts)

<https://www.slideshare.net/sekharkls/group-discussion-ppt> (GD)

<https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html>

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