

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

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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
	Business Communication - I	02

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

Semester	: I
Name of the Programme	: FYBCOM/FYBA/FY BSc
Course	: AEC
Course Code	:
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 25 students)
Scheme of Examination	: Semester End Examination (30 marks), Internal Assessment (20 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 - I

Semester: I Course: Course Code:

Teaching Scheme (Hrs/week)				Continuous Internal Assessment (20 marks)					SEE (30 marks)	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab/ Tut.	Written/Ass -ignments	
1	1	-		20			-	-	30	50
Duration of Semester End Examination: 1 hour										

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

Internal Assessment	20 Marks
Projects/ Written Assignment/ Presentations	

Semester End Examination – Question Paper Pattern (Semester I)		Duration: 1 hour
Q. No.	Question Type	Marks
1.	Essay (1/3) (Units 1& 2)	10
2.	Letters (2/3) (Unit 3)	10
3.	Short Notes (2/4) (Units 1&2)	10
Total Marks		30

Recommended Resources

Textbooks

Business Communication – Reliable Publications

Reference Books

- Aswalthapa, K (1991) *Organisational Behaviour*, Himalaya Publication.
- Balan, K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon.
- Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group.
- Barkar, Alan (1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd.
- Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, HarperCollins College Publishers.
- Black, Sam (1972) *Practical Public Relations*, E.L.B.S.
- Bovee Courtland, L and Thill, John V (1989) *Business Communication Today*. McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) *Management Today – Principles and Practices*. T.M.H.
- Darrow, Richard, Forrsta, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
- Davidson, Jeff. *Successful Workplace Communication*. Jeff Davidson, 2009.
- Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.
- Eyre, E.C. (1985) *Effective Communication Made Simple*, Rupa and Co.
- Fisher Dalmar, (1999), *Communication in Organisation*, Jaico Publishing House.
- French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers.
- Garlside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd.
- Ghanekar, A (1996) *Communication Skills for Effective Management*. Everest Publishing House.
- Graves, Harold F. (1965) *Report Writing*, Prentice Hall.
- Gupta, Alpama and S. M. Gupta. *Effective Business Communication*. Viva Books, 2015.
- Kaul, Asha. (2013) *Business Communication*, Prentice-Hall.
- Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall.
- Ludlow, Ron. (1995) *The Essence of Effective Communication*, Prentice.
- Monippally, Matthukutty M. (2014) *Business Communication Strategies*. Tata McGraw-Hill Publishing Company Ltd., 2014.

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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

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