

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.

Course Title: (AEC) Business Communication – II

Course Code	Paper Title	Credits
	Business Communication – II	02

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

Semester	: II
Name of the Programme	: FYBCOM/FY BA/FY BSc
Course	: AEC
Course Code	:
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	: 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 - II

Semester: II Course: AEC 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	
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 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

Internal Assessment	20 Marks
Projects/ Written Assignment	

Semester End Examination – Question Paper Pattern (Semester II)		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
<i>Business Communication – Reliable Publications</i>
Reference Books
Acker, Mike. <i>Speak & Meet Virtually</i> . Advantage Publishing Group, 2021
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, Forrstal, 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.
Garlside, L.E. (1980) <i>Modern Business Correspondence</i> , McDonald and Evans Ltd.
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.

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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>

Syllabus prepared by

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