

FY B. Com(Banking & Insurance)		Semester I	
Course Name: Business Communication - I		Course Code: VGVUFAE101	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	1	30
	• Internal Assessment	-	20

Course Objectives:

1	To develop awareness of the communication process among the learners.
2	To make the learners master various aspects business communication such as effective listening, official correspondences etc.
3	To develop effective spoken skills so as to enable students to express confidently interpersonally as well as in large groups.
4	To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience-centred ways.
5	To enable the students to develop the awareness of communication technology.

Unit	Content	No. of Lectures
1	Theory of Communication 1	15
	A. Concept of Communication: Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class) Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world	
	B. Impact of Technology Enabled Communication: Types – Internet, Blogs, E-Mail, Moodle, social media (Facebook, Twitter & WhatsApp: Advantages & Disadvantages)	
	C. Communication at Workplace: Channels – Formal and Informal; Vertical, Horizontal, Diagonal; Grapevine, Methods – Verbal and Non-Verbal (including Visual), Business Etiquettes	
	Theory of Communication 2	
D. Barriers to Communication: Physical, Semantic / Language, Socio-Cultural, Psychological; Ways to Overcome Barriers to Communication		

	E. Listening: Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills	
2	BUSINESS CORRESPONDENCE	15
	A. Theory of Business Letter Writing: Parts, Structure, Layouts - Full Block, Principles of Effective Letter Writing, Principles of effective E- mail Writing	
	B. Personal Correspondence: Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (To be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation.	
	LANGUAGE AND WRITING SKILLS	
	A. Commercial Terms used in Business Communication (to be only discussed)	
	B. Paragraph Writing: Developing an idea, using appropriate linking devices, etc.; Cohesion and Coherence, etc.	
	Total	30

Course Outcomes:

CO1	A. Students can identify the complexities in communication.
	B. Students become enabled to be a part of the growth and development of global communities which share knowledge, learning and best practices.
	C. Students learn to identify the appropriate use of different channels of oral and written communication in business.
	D. Students learn the significance of factors such as background, experience, attitudes, cultural beliefs and self-esteem in communication.
	E. Students learn to use listening skills to create more effective, less confrontational, more productive professional and personal relationships. Students learn to use strategies appropriately to improve one's ability to listen and to understand people.
CO2	A. Students learn to recognize key parts of a business letter. Students learn the block format of a business letter. Students learn to understand the professional nature of a business letter.
	B. Students learn effective written communication in a managerial environment. Students learn to draft structured business messages
	C. Learners will be conversant with business or official communication terms and writing skills.
	D. Identify the three key parts of a paragraph: topic sentence, supporting details, and conclusion. Write a paragraph containing a topic sentence, supporting details, and conclusion.

Recommended Resources

Reference Books -

- Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group.
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall.
- Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice.
- Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) Organisational Behaviour, Himalaya Publication.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd.
- Basu, C.R. (1998) Business Organisation and Management, T.M.H.
- 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, Forstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, the Dartwell Co., Chicago.
- Drucher, P.F. (1970) Technology, Management and Society, Pan Books.
- 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, (1996) Communication Skills for Effective Management. Everest Publishing House.
- Graves, Harold F. (1965) Report Writing, Prentice Hall.
- Kaul, Asha. (2013) Business Communication, Prentice-Hall.
- Lesikar, Raymond V and Petit, John D. (1994) Business Communication: Theory and Application, Richard D. Irwin Inc.
- Ludlow, Ron. (1995) the Essence of Effective Communication, Prentice.
- Martson, John E. (1963) The Nature of Public Relations, McGraw Hill.
- Merrihue, William (1960) Managing by Communication, McGraw Hill.
- Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H.
- Monippally, Matthukutty M. (2014) Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., 2014.

	<ul style="list-style-type: none"> • 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. • Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press. • 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.
<u>E-Resources</u> Webliography:	<ul style="list-style-type: none"> • https://www.slideshare.net/iniwannalangniyaakobastabasta/models-of-communication-63235607 • https://www.slideshare.net/draizelle_sxon/business-letter-12043197

EVALUATION PATTERN

INTERNAL EVALUATION

• For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhancement (SEC) Courses

Sr. No.	Description	Marks
I	Class Test	15
	Q.1 Objectives. (1 Mark each) (Fill in the blanks / True or False / Match the Following)	
	Q.2 Answer Any Two of the Three. (05 Marks each) (Unit based theory questions)	
II	Project / Assignment / Presentation	15
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40

Note: For OE from science faculty, practical examination of 40 marks will be conducted for Internal Evaluation.

• For Ability Enhancement (AEC), Value Education (VEC) & Indian Knowledge System (IKS) Courses

Sr. No.	Description	Marks
I	Project / Assignment / Presentation	10

II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	20
• For Co - Curricular (CC) Courses		
Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35
	TOTAL MARKS	50

EXTERNAL EVALUATION

• For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhancement (SEC) Courses		
<ul style="list-style-type: none"> • Maximum Marks: 60 • Questions to be set: 04 • Duration: 2 Hours • All Questions are compulsory carrying 15 marks each 		
Q. No.	Description	Marks
Q.1	Full Length Question OR Full Length Question	15
Q.2	Full Length Question OR Full Length Question	15
Q.3	Full Length Question OR Full Length Question	15
Q.4	Full Length Question OR Full Length Question	15
	TOTAL MARKS	60
Note: Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.		
• For Ability Enhancement (AEC), Value Education (VEC) & Indian Knowledge System (IKS) Courses		
Q. No.	Description	Marks
Q.1	Attempt any two out three: (5 marks each)	10
Q.2	Attempt any two out three: (5 marks each)	10
Q.3	Attempt any two out three: (5 marks each)	10
	TOTAL MARKS	30