

<b>FY B. Com (Banking &amp; Insurance)</b>		<b>Semester II</b>	
<b>Course Name: Business Communication - II</b>		<b>Course Code: VGVUFAE201</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>1</b>	<b>30</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>20</b>

### Course Objectives:

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

<b>Unit</b>	<b>Content</b>	<b>No. of Lectures</b>
<b>1</b>	<b>GROUP COMMUNICATION 1</b>	<b>15</b>
	<b>Presentations:</b> (To be tested in Tutorials/Internals only) Principles and techniques of effective presentation; How to make an effective PowerPoint presentation.	
	<b>Interviews:</b> Group Discussion; Preparing for an Interview; Types of Interviews – Selection, Appraisal, Grievance, Exit, etc.	
	<b>Meetings:</b> Need and Importance of meetings, Conduct of meeting and Group Dynamics; Role of the Chairperson; Role of the Participants; Drafting of Notice; Agenda and Resolutions.	
	<b>GROUP COMMUNICATION 2</b>	
	<b>Conference:</b> Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing.	
	<b>Public Relations:</b> Meaning of PR, Functions of PR Department, External and Internal Measures of PR.	

2	<b>BUSINESS CORRESPONDENCE</b>	15
	<b>Trade Letters:</b> Order, Credit and Status Enquiry, Collection	
	Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Consumer Grievance Letters, Letters under Right to Information (RTI) Act	
	<b>LANGUAGE AND WRITING SKILLS</b>	
	<b>Reports:</b> Parts, Types: Feasibility Reports, Investigative Reports, Progress Report, Confidential Performance Report, etc.	
	<b>Summarisation:</b> Identification of main and supporting/sub points; Presenting these in a cohesive manner.	
	<b>Total</b>	<b>30</b>

### Course Outcomes:

CO1	<ul style="list-style-type: none"> <li>• Create and manipulate simple slide shows with outlines and notes.</li> <li>• Create slide presentations that include text, graphics, animation, and transitions.</li> <li>• Use design layouts and templates for presentations.</li> </ul>
	<ul style="list-style-type: none"> <li>• Understand the various ways of gathering information by asking people questions</li> <li>• Understand how to decide between the different types of interview</li> <li>• Develop the skills needed for approaching different types of interviews.</li> </ul>
	<ul style="list-style-type: none"> <li>• Demonstrate how to prepare for effective business meetings.</li> <li>• Manage an effective business meeting techniques outlined.</li> <li>• Determine when too many meetings are too much.</li> <li>• Summarise meetings for productivity and effectiveness.</li> <li>• Design and agenda for an effective meeting.</li> <li>• Deal with common meeting problems.</li> </ul>
	<ul style="list-style-type: none"> <li>• Define groups and teams</li> <li>• Discuss how primary and secondary groups meet our interpersonal needs</li> <li>• Discuss how groups tend to limit their own size and create group norms</li> <li>• Identify the typical stages in the life cycle of a group</li> <li>• Describe different types of group members and group member roles</li> <li>• Identify and describe how to implement seven steps for group problem solving</li> <li>• Understand how to prepare for and conduct business meetings</li> <li>• Understand how to use technology to aid in group communications</li> <li>• Understand the basic principles of organizational communication</li> <li>• Define teamwork and explain how to overcome various challenges to group success</li> <li>• Describe the process of leader development</li> <li>• Describe several different leadership styles and their likely influence on followers</li> </ul>
	<ul style="list-style-type: none"> <li>• Display critical thinking skills in an effort to solve a problem.</li> <li>• Integration of meaningful information from various relevant sources (e.g., surveys, polls, forums, primary/secondary sources).</li> </ul>

CO2	<ul style="list-style-type: none"> <li>• Ability to draft effective letters of enquiry and collection.</li> </ul>
	<ul style="list-style-type: none"> <li>• Ability to draft effective letters.</li> <li>• Ability to apply for focused information under the RTI.</li> </ul>
	<ul style="list-style-type: none"> <li>• Recognise how to plan and complete reports for maximum impact.</li> <li>• Understand the Who, What, When, Where, Why and How.</li> <li>• Identify the different measures of readability.</li> <li>• Know how to tailor a report for a specific audience.</li> <li>• Understand the different stages and time allocation of report writing.</li> </ul>
	<ul style="list-style-type: none"> <li>• Evaluate and apply strategies to paraphrase a text's thesis statement</li> <li>• Evaluate and apply strategies to quote significant passages from a text</li> <li>• Evaluate and apply strategies to distinguish a text's major claims from minor ones</li> <li>• Evaluate and apply strategies to convey the essential features of a text to someone who hasn't read it.</li> </ul>

### 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.

	<ul style="list-style-type: none"> <li>• Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd.</li> <li>• Ghanekar, a (1996) Communication Skills for Effective Management. Everest Publishing House.</li> <li>• Graves, Harold F. (1965) Report Writing, Prentice Hall.</li> <li>• Kaul, Asha. (2013) Business Communication, Prentice-Hall.</li> <li>• Lesikar, Raymond V and Petit, John D. (1994) Business Communication: Theory and Application, Richard D. Irwin Inc.</li> <li>• Ludlow, Ron.(1995) the Essence of Effective Communication, Prentice.</li> <li>• Martson, John E. (1963) the Nature of Public Relations, McGraw Hill.</li> <li>• Merrihue, William (1960) Managing by Communication, McGraw Hill.</li> <li>• Monippalli, M.M. (1997), the Craft of Business Letter Writing, T.M.H.</li> <li>• Monippally, Matthukutty M. (2014) Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., 2014.</li> <li>• Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill.</li> <li>• Phillip, Louis V. (1975) Organisational Communication – The Effective Management, Columbus Grid Inc.</li> <li>• Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press.</li> <li>• Ross, Robert D. (1977) the Management of Public Relations. John Wiley and Sons.</li> <li>• Stephenson, James (1988) Principles and Practice of Commercial Correspondence. Pilman and Sons Ltd.</li> </ul>
<p><b><u>E-Resources</u></b></p> <p><b>Webliography:</b></p>	<ul style="list-style-type: none"> <li>• <a href="http://www.garrreynolds.com/preso-tips/design/">http://www.garrreynolds.com/preso-tips/design/</a> ( how to make ppts)</li> <li>• <a href="https://www.slideshare.net/sekharkls/group-discussion-ppt">https://www.slideshare.net/sekharkls/group-discussion-ppt</a> (GD)</li> <li>• <a href="https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html">https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html</a></li> </ul>

## EVALUATION PATTERN

### INTERNAL EVALUATION

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

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

**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
<b>I</b>	Project / Assignment / Presentation	10
<b>II</b>	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>20</b>

- For Co - Curricular (CC) Courses

Sr. No.	Description	Marks
<b>I</b>	Class Test	15
<b>II</b>	Activities	35
	<b>TOTAL MARKS</b>	<b>50</b>

## EXTERNAL EVALUATION

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

- **Maximum Marks: 60**
- **Questions to be set: 04**
- **Duration: 2 Hours**
- **All Questions are compulsory carrying 15 marks each**

<b>Q. No.</b>	<b>Description</b>	<b>Marks</b>
<b>Q.1</b>	Full Length Question <b>OR</b> Full Length Question	<b>15</b>
<b>Q.2</b>	Full Length Question <b>OR</b> Full Length Question	<b>15</b>
<b>Q.3</b>	Full Length Question <b>OR</b> Full Length Question	<b>15</b>
<b>Q.4</b>	Full Length Question <b>OR</b> Full Length Question	<b>15</b>
	<b>TOTAL MARKS</b>	<b>60</b>

**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**

<b>Q. No.</b>	<b>Description</b>	<b>Marks</b>
<b>Q.1</b>	Attempt any two out three: (5 marks each)	<b>10</b>
<b>Q.2</b>	Attempt any two out three: (5 marks each)	<b>10</b>
<b>Q.3</b>	Attempt any two out three: (5 marks each)	<b>10</b>
	<b>TOTAL MARKS</b>	<b>30</b>