

FY B. Com (Accounting & Finance)		Semester I	
Course Name: Business Communication - II		Course Code: VGVUFAE201	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	<ul style="list-style-type: none"> External Assessment 	1	30
	<ul style="list-style-type: none"> 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 correspondence etc.
3	To develop effective spoken skills 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	GROUP COMMUNICATION 1	15
	Presentations: (To be tested in Tutorials/Internals only) Principles and techniques of effective presentation; How to make an effective PowerPoint presentation.	
	Interviews: Group Discussion; Preparing for an Interview; Types of Interviews – Selection, Appraisal, Grievance, Exit, etc.	
	Meetings: 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.	
	GROUP COMMUNICATION 2	
	Conference: Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing.	

	Public Relations: Meaning of PR, Functions of PR Department, External and Internal Measures of PR.	
2	BUSINESS CORRESPONDENCE	15
	Trade Letters: 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	
	LANGUAGE AND WRITING SKILLS	
	Reports: Parts, Types: Feasibility Reports, Investigative Reports, Progress Report, Confidential Performance Report, etc.	
	Summarisation: Identification of main and supporting/sub points; Presenting these in a cohesive manner.	
	Total	30

Course Outcomes:

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

	<ul style="list-style-type: none"> • Display critical thinking skills in an effort to solve a problem. • Integration of meaningful information from various relevant sources (e.g., surveys, polls, forums, primary/secondary sources).
CO2	<ul style="list-style-type: none"> • Ability to draft effective letters of enquiry and collection.
	<ul style="list-style-type: none"> • Ability to draft effective letters. • Ability to apply for focused information under the RTI.
	<ul style="list-style-type: none"> • Recognise how to plan and complete reports for maximum impact. • Understand the Who, What, When, Where, Why and How. • Identify the different measures of readability. • Know how to tailor a report for a specific audience. • Understand the different stages and time allocation of report writing.
	<ul style="list-style-type: none"> • Evaluate and apply strategies to paraphrase a text's thesis statement • Evaluate and apply strategies to quote significant passages from a text • Evaluate and apply strategies to distinguish a text's major claims from minor ones • Evaluate and apply strategies to convey the essential features of a text to someone who hasn't read it.

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, Forstall, 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.

	<ul style="list-style-type: none"> • 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. • 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. • 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.
<p><u>E-Resources</u></p> <p>Webliography:</p>	<ul style="list-style-type: none"> • 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

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**

- **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