

University of Mumbai
Syllabus for F.Y.B.Com
Programme : B.Com.
Course: Business Communication
Semester I & II

(Choice Based Credit System with effect from the Academic Year 2021-2022)

1. Syllabus as per Choice Based Credit System (CBCS):

- i) Name of the Program : B.Com.**
- ii) Course Code : Semester I () & Semester II ()**
- iii) Course Title : Business communication Papers I & II**
- iv) Semesterwise Course Contents : Enclosed the copy of syllabus**
- v) References and Additional References: Enclosed in the Syllabus**
- vi) Credit Structure : No. of Credits per Semester – 03**
- vii) No. of lectures per Unit :**
- viii) No. of lectures per week : 04 (3 lectures +1 tutorial)**
- 2. Scheme of Examination : 5 Questions (80:20)**
- 3. Special notes, if any : No**
- 4. Eligibility, if any : No**
- 5. Fee Structure : As per University Structure**
- 6. Special Ordinances / Resolutions if any: No**

Syllabus for F.Y.B.Com.

Course Title: Business Communication

Paper I &II

(80 Marks Examination Pattern)

Objectives of the Course:

- To enhance Listening, Speaking, Reading and Writing Skills.
- To develop Soft skills to be used in business world.
- To sensitize learners to humane values and business ethics.
- To develop effective interpersonal and group communication strategies.
- To create awareness of e-communication modes such as email, web portals and social media.

Course Outcome: By the end of the course, the learner should:

- Use communication skills effectively.
- Develop confidence and positive attitude.
- Understand social responsibilities and significance of business ethics.
- Display the ability to express oneself through interpersonal and group interactions.
- Acquire technology enabled communication.

| |
|---|
| Semester I:Business Communication Paper -I Total Credits:04 Course Title: |
|---|

Total Lectures: 45

Unit I: Principles of Effective Communication (Lectures per Unit-15)

Definition and need of Business Communication, Cyclic Process of Communication

Communication theories

Channels of Communication - Formal and Informal (Vertical, Horizontal, Diagonal, Grapevine)

Methods and Modes of Communication (Verbal, Non-Verbal, Electronic)

Barriers to Communication - Types of Barriers and way to overcome them

Effective Listening Skills

Hearing and Listening; Importance and objectives of good listening; Process and Types of listening; Cultivating effective Listening Skills; Obstacles to Listening.

Unit II: Effective Presentation Skills

(Lectures per Unit-15)

Presentation Skills (Oral and Effective use of PowerPoint)

Effective and responsible use of New Technologies: Social media (Facebook, WhatsApp, Youtube, Twitter, Instagram), Telegram

Google Meet, Moodle, Blogging and Vlogging

Creating a LinkedIn Profile

Unit III: Business Correspondence

(Lectures per Unit-15)

Business Correspondence: Theory of Business Letter Writing - Parts, Structure, Layouts, Principles of Effective Letter Writing, Principles of effective E - mail Writing

Personnel Correspondence: Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation, (Appointment, Appreciation and Recommendation Letters to be discussed in class)

Language and Writing Skills: Paragraph Writing, Business Proposals, Oral and Written Vocabulary in Communication, Common Errors

TUTORIALS

Introduction to English Language Aptitude Tests

Verbal reasoning,

Synonyms, Antonyms, One-Word Substitutions, Correct Spelling, Closed Test and other relevant areas pertaining to knowledge and usage of English language.

Grammar - Use of proper articles, prepositions and conjunctions, use of frequently used verbs- i.e. Primary Verbs: be, have and do; Punctuation; Restructuring of sentences; Use of link words; principals of coherence and cohesion,

Paragraph Writing: Developing an idea, using appropriate linking devices, Cohesion and Coherence etc.

Conversation Skills,

Article Writing (Newspapers, Magazines ...)

Book Review/Film Review

Evaluation Pattern:

| | | |
|---|--------------------------|------------------|
| First Semester End Examination Pattern | Duration: 3 Hours | Marks: 80 |
|---|--------------------------|------------------|

1. A. Fill in the blanks by choosing the correct word: 05
B. Rewrite the following sentences correcting errors if any. /Match the Column/ True or False. 05

2. Write Short Notes on (any three out of five):15

Need of Business Communication

Effective Listening Skills

Presentation Skills

Effective and responsible use of New Technologies

3. Answer ANY TWO of the following (any two out of three): 20

Channels of Communication

Methods of Communication

Modes of Communication

Barriers to Communication

4. A. Draft an Application Letter (with resume) in response to the following advertisement:10

- B. Draft the following (any two out of three): 10

Resignation letter

Job Acceptance letter

E-mail

5. A. Draft a business proposal. 10

- B. Write a paragraph on(any one out of two) 05

Tutorials (20Marks)

| |
|--|
| Semester II: Title of the Paper: Business Communication-II Total Credits:04 |
|--|

Total Lectures:45

Unit I:Effective Group Communication (Lectures per Unit:-15)

Interviews - Types of interviews (Online, Selection, Evaluation, Grievance, Exit, Under-Stress etc.) Types of interview questions, Preparations to be done by the interviewee

Meetings & Committees Definition, importance, features and Meeting organization, Role of Chairperson and Participants, Conducting Effective Meetings Types, Merits and Demerits of Committees, Drafting Notice, Circular, Resolution & Minutes

Conferences Objective of Conference, Organizing a Conference, Seminars and Webinars

Modern Methods: Video Conference and Teleconference, Skype, Zoom, Google Meet, Microsoft Teams, Webex Meet

Public Relations: Definition, significance, functions, Internal/external PR, Media Relations, House Organs and Case Studies of PR activities of companies, Press Release

Unit II: Business Documentation and Correspondence (Lectures per Unit:-15)

Report writing (Parts, format, Business reports), **and Letters:** Enquiry, Complaints and Claims, Consumer Grievance Redressal, RTI, Sales, Promotional leaflets and fliers

Unit III: Individual Development and Business Ethics (Lectures per Unit:-15)

Individual Development: SWOC Analysis and Pro-active Approach, Soft Skills (Corporate Etiquettes, Time Management, Persuasive, Inter-personal, Conflict Management) & Mind Mapping Techniques

Business Ethics: Importance, Personal Integrity, Gender-sensitive approach, Techniques of Good Corporate Governance Practices, Managerial Skills (Relationship Building, Employee Engagement, Employee Recognition, Employee Motivation), Corporate Social Responsibility and examples of its good practices in different organisations.

Epitomes of Effective Communication and Good Governance/Management Practices: Extracts/passages with a value-based/corporate Communication message. (Eg. JRD Tata's Letter to Mr. Bhansali, the Historic Speech of Martin Luther King Jr (I have a dream), Pt. Nehru's Letter to India Gandhi, an editorial of The Hindu, "An Inspirational Icon", Articles by Sudha Murthy etc.)

TUTORIALS:

Reading comprehension-Analysis of texts from the field of Literature,

Creating Mind Maps,

Summarization,
Brainstorming,
Mock Interviews,
Group Discussion and Debates

Evaluation Pattern:

| |
|---|
| Second Semester End Examination Pattern Duration: 3 Hours Marks: 80 |
|---|

1. A. Fill in the blanks by choosing the correct word. 05
B. Write Short Notes on (any three out of five): 10
 Interviews
 Meetings
 Committees
 Modern Methods
2. Answer the following (any two out of three): 20
 Conferences
 Public Relations
 Individual Development
 Business Ethics
- 3 A. Draft the notice, agenda and one resolution for AGM/Board Meeting. 06
B. Draft a promotional leaflet or Flier. 04
- 4 A. Draft a report. 10
B. Draft the following (any three out of five): 15
 Inquiry
 Complaints and Claims letter
Consumer Grievance Redressal letter
 RTI letter
 Sales letter
- 5 A. Create a Mind Map on a given topic. 05
B. Comprehension passage based on Effective Communication and Good Governance or

Tutorials (20Marks)**References:****Suggested Reading:**

1. Ashley, A. *A Handbook of Commercial Correspondence*. Oxford University Press, 1992.
2. Bahl, J. C. and S.M. Nagamia. *Modern Business Correspondence and Minute Writing*, 1974.
3. Balan, K. R. and C.S. Rayudu. *Effective Communication*, Beacon,1996.
4. Bangh, L. Sueet. et. al. *How to Write First Class Business Correspondence*. N.T.C. Publishing, 1998.
5. Banerjee, Bani P. *Foundation of Ethics in Management*. Excel Books, 2005.
6. Barkar, Alan. *Making Meetings Work*. Sterling Publications Pvt. Ltd., 1993.
7. Basu, C. R. *Business Organisation and Management*. T.M.H., 1998.
8. Bovee Courtland, L. and John V. Thrill. *Business Communication Today*. McGraw Hill, 1989.
9. Burton, G and Thakur. *Management Today- Principles and Practices*. T.M.H., 1995.
10. Eyre, E.C. *Effective Communication Made Simple*.Rupa and Co., 1985.
11. Ecouse, Barry.*Competitive Communication: A Rhetoric for Modern Business*. OUP, 1999.
12. Fisher, Dalmar. *Communication in Organisation*. Jaico Pub House, 1999.
13. Frailley, L.E. *Handbook of Business Letters*. Revised Edn. Prentice Hall, 1982.
14. French, Astrid. *Interpersonal Skills*. Sterling Publishers, 1993.
15. Fritzsche, David J. *Business Ethics: A Global and Managerial Perspective*. McGraw Hill, 2005.
16. Garlside, L.E. *Modern Business Correspondence*. McDonald and Evans Ltd., 1980.
17. Ghanekar,A. *Communication Skills for Effective Management*. Everest Publishing House, 1996.
18. Gupta, Anand Das. *Ethics, Business and Society: Managing Responsibly*. Response Books, 2010.
19. Gupta, Dipankar. *Ethics Incorporated: Top Priority and Bottom Line*. Response Books,2006.
20. Krevolin, Nathan. *Communication Systems and Procedures for Modern Office*. Prentice Hall, 1983.
21. Lesikar, Raymond V and John D Petit. *Business Communication: Theory and Application*.Richard D. Irwin Inc., 1994.
22. Ludlow,Ron. *The Essence of Effective Communication*. Prentice,1995.

23. M. Ashraf, Rizvi. *Effective Technical Communication*. Tata McGraw Hill, 2006.
24. Majumdar, P.K. *Commentary on the Consumer protection Act*. Prentice, 1992.
25. Mishra Rajiv K. *Code of Conduct for Managers*. Rupa Company, 2006.
26. Monippalli, M.M. (1997), *The Craft of Business Letter Writing*, T.M.H. New Delhi.
27. Murphy, Hertaet. et. al. *Effective Business Communication*. McGraw Hill, 1984.
28. Peterson, Robert A and O.C Ferrell. *Business Ethics: New Challenges for Business Schools and Corporate Leaders*. Prentice Hall, 2005.
29. Sadri Sorabet. et.al. *Business Ethics: Concepts and Cases*. Tata-McGraw Hill, 1998.
30. Shekhar, R.C. *Ethical Choices in Business*. Response Books, 1997.

Web Resources:

MOOCs:

1. *Business Ethics*- swayam.gov.in
2. *Communication Technologies in Education*- swayam.gov.in
3. *Developing Soft Skills and Personality*- swayam.gov.in
4. *Soft Skills*-swayam.gov.in
5. *Soft Skills for Business Negotiations and Marketing Strategies*- swayam.gov.in

Syllabus Sub-Committee:

Dr. Dattaguru G. Joshi (Convener)

Dr. Annaso K. Farakate

Shri. Sidraya Shinde

Dr. Sushila Vijaykumar

Dr. Pragati Naik

Dr. Shalini Sinha

Dr. Sangita Kongre

Shri. Shuddhodhan Athwale

Shri. Yogesh Bari