

**S.Y. B.Com.**  
**Compulsory Paper**  
**Subject Name -: Business Communication.**  
**Course Code -: 201.**

**Objectives of the Course:**

1. To understand the concept, process and importance of communication.
2. To develop awareness regarding new trends in business communication.
3. To provide knowledge of various media of communication.
4. To develop business communication skills through the application and exercises.

**Medium of Instruction : English**

Unit No.	TERM: I	Periods
<b>1</b>	<b>Introduction of Business Communication:</b> Introduction, Meaning, Definition, Features, Process of Communication, Principles, Importance, Barriers to Communication & Remedies.	<b>12</b>
<b>2</b>	<b>Methods and Channels of Communication:</b> Methods of Communication-Merits and Demerits&Channels of Communication in the Organisation and their Types, Merits & Demerits	<b>10</b>
<b>3</b>	<b>Soft Skills:</b> Meaning, Definition, Importance of Soft Skills <b>Elements of Soft Skills:</b> 1) Grooming Manners and Etiquettes 2) Effective Speaking 3) Interview Skills 4) Listening 5) Group Discussion 6) Oral Presentation	<b>16</b>
<b>4</b>	<b>Business Letters:</b> Meaning, Importance, Qualities or Essentials, Physical Appearance, and Layout of Business Letter	<b>10</b>
	<b>Total Periods</b>	<b>48</b>
	<b>TERM: II</b>	
<b>5</b>	<b>Types and Drafting of Business Letters:</b> 1) Enquiry Letters 2) Replies to Enquiry Letters 3) Order Letters 4) Credit and Status Enquiries 5) Sales Letters 6) Complaint Letters 7) Collection Letters 8) Circular Letters	<b>16</b>
<b>6</b>	<b>Job Application Letters:</b> Meaning, Types & Drafting of Job Application Letters, Bio-Data/Resume	<b>08</b>

	/Curriculum Vitae	
<b>7</b>	<b>Internal and other Correspondence:</b> 1) Office Memo (Memorandums) 2) Office Orders 3) Office Circulars 4) Form Memos or Letters 5) Press Releases	<b>12</b>
<b>8</b>	<b>New Technologies in Business Communication:</b> Internet: Email, Websites, Electronic Clearance System, Writing a Blog Social Media Network: Twitter, Facebook, LinkedIn, YouTube, Cellular Phone, WhatsApp Voice Mail Short Messaging Services Video Conferencing Mobile	<b>12</b>
<b>Total Periods</b>		<b>48</b>

**Recommended Books:**

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. Vasishth Neeru & Rajput Namita (2006), "Business Communication", Kitab Mahal, Allahabad.

**Assessment Pattern**

Internal Assessment (Term End Examination) :	20 Marks
Practical Examination :	20 Marks
Annual Examination :	<u>60 Marks</u>
<b>Total Marks :</b>	<b><u>100 Marks</u></b>

## Question Paper Pattern

### Term End Examination

Q. 1: Answers in 20 Words: (Attempt any Seven) (Total 10 Questions)	:	14 Marks
Q. 2: Answer in 50 Words: (Attempt any Two) (Total 4 Questions)	:	08 Marks
Q. 3: Answer in 100 Words (Attempt any Three) (Total 5 Questions)	:	18 Marks
Q. 4: Answer in 500 Words (Attempt any One) (Total 2 Questions)	:	20 Marks

### Annual Examination:

Q. 1: Term I Syllabus <b>OR</b> Q. 1: Term I Syllabus	:	16 Marks
Q. 2: Term I Syllabus <b>OR</b> Q. 2: Term I Syllabus	:	16 Marks
Q. 3: A: Term I Syllabus <b>OR</b> Q. 3: A: Term I Syllabus	:	08 Marks
Q. 3: B: Term II Syllabus <b>OR</b> Q. 3: B: Term II Syllabus	:	08 Marks
Q. 4: Term II Syllabus <b>OR</b> Q. 4: Term II Syllabus	:	16 Marks
Q. 5: Short Notes (Attempt any Four) (Total 6 Short Notes on Term II Syllabus)	:	16 Marks

### Guidelines for completion of Practicals:

- 1) At least Four Practicals should be completed during the academic year by students in consultation with subject teacher.
- 2) Practical should be based on visit as well as library assignments.
- 3) A subject teacher has special privileges to make the allotment of practical topics.
- 4) Students should discuss with the subject teacher at the time of selection of practical topics.
- 5) If a student fails to complete minimum number of practicals, then the student shall not be eligible for appearing at the practical examination.

**List of suggested Topics for Practicals:**

<b>Sr. No.</b>	<b>Topics</b>
1	Analysis of Case Studies on Business Communication
2	Analysis of Posters/Pictures (Non-Verbal)
3	Barriers to Communication through Case Studies
4	Barriers to Listening through attending seminars/conferences/public meetings.
5	Drafting of Unsolicited/Solicited Job Application Letter with Bio-Data/Resume/CV
6	Collection & Drafting of various Business Letters
7	Group Discussions
8	Class Room Presentations on various Topics
9	Interview Skills
10	Use of Technology in Communication
11	Drafting of Memos
12	Drafting of Press Releases/Notes
13	Drafting of Office Orders
14	Drafting of Office Circulars
15	Any other topics to be suggested by the Subject Teachers