

Devrukh Shikshan Prasarak Mandal's

**Nya. TATYASAHEB ATHALYE ARTS, Ved. S.R.
SAPRE
COMMERCE & Vid. DADASAHEB PITRE SCIENCE
COLLEGE, DEVRUKH [AUTONOMOUS]**



Syllabus for F.Y.B.com

**Program: B.Com
Course: Business Communication
Credit Based Semester and Grading System with
the
Effect from**

First Year B.Com

Business Communication

Semester	Paper Code	Paper	Lectures	Marks			Credits
				External	Internal	Total	
Semester - I	ASPUBC101	Business Communication – I	45	70	30	100	02
Semester II	ASPUBC102	Business Communication – II	45	70	30	100	02

Semester I Business Communication

Course Objectives:

1. To develop awareness of the complexity of the communication process
2. To develop effective letter writing skills so as to enable students to write confidently
3. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centered manner
4. To develop ability to communicate effectively with the help of electronic media
5. To develop ability to communicate effectively in group.

Course Code ASPUBC101	Title	Lectures	Credits
Unit	Business Communication - I	45	02
Unit - I Theory of Communication	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication:</p> <p>Channels: Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: To give: Information, Advice, Order and Instruction, Motivation, Education, Warning, and to Persuade and Boost the Morale (A brief introduction to these objectives to be given)</p>	10	
Unit - II Business Communication	<p>Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication,</p>	10	

tion: Methods, Modes and Barriers	Business Etiquettes Modes: Telephonic and Mobile Communication, E-communication and Video Conferencing Barriers: <ul style="list-style-type: none"> • Physical / Semantic / Linguistic / Socio-Cultural / Psychological • Ways to Overcome the Barriers 		
Unit - III Business Correspondence	Theory of Business Letter Writing: Parts, Structure, Layouts – Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation, Letter of Appointment, Promotion and Termination, Letter of Recommendation	12	
Unit - IV Writing Skills: Composition:	Writing Skills: Composition: <ul style="list-style-type: none"> • Developing an idea, using appropriate linking devices, Cohesive devices etc. • Interpretation of technical data, • Composition on a given situation, • Writing a short informal report etc. 	13	
Tutorial Activities	<ul style="list-style-type: none"> • Listening Comprehension and Remedial Teaching • Speaking Skills: Presenting a News Item, Dialogue and Speeches • Paragraph Writing: Preparation of the first draft, Revision and Self –Editing, Rules of spelling. • Reading Comprehension: Analysis of texts from the fields of Commerce and Management 		

Semester II Business Communication

Course Objectives:

1. To develop awareness of the complexity of the communication process
2. To develop effective letter writing skills so as to enable students to write confidently
3. To develop effective writing skills so as enable students to write in a clear, concise,

persuasive and audience centered manner			
4. To develop ability to communicate effectively with the help of electronic media			
5. To develop ability to communicate effectively in group.			
Course Code ASPUBC102	Title	Lectures	Credits
Unit	Business Communication - I	45	02
Unit - I Presentation Skills	<ul style="list-style-type: none"> • Principles of Effective Presentation • Guidelines for Effective Presentation • Four Basic Steps in Making Effective Presentation • The 10/20/30 Rule of PowerPoint • PPT, How to make a Power-Point Presentation • Poster/wall-paper Presentation • Video Presentation/Lecturing 	10	
Unit - II Group Communication	<p>Interviews: Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit</p> <p>Group Discussions: Need and Importance of Group Discussions Participating in a Group Discussion</p> <p>Meetings: Need and Importance of Meetings, Conduct of Meetings and Group Dynamics, Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions</p> <p>Conference: Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele – Conferencing</p> <p>Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR</p>	15	
Unit - III Business Correspondence	<ul style="list-style-type: none"> • Letters of Inquiry and reply • Letter of Order • Letters of Complaints, Claims and Adjustments • Sales Letters, promotional leaflets and fliers • Credit and Status Enquiry, Collection Series • Consumer Grievance Letters 	10	
Unit - IV Writing Skills	<p>Reports: Feasibility Reports, Investigative Reports</p> <p>Summarization: Identification of main and supporting / sub points, Presenting these in a cohesive manner</p>	10	
Tutorial Activities	Presentations, Group Discussion, Mock Interviews, Mock Meetings / Conferences, Book		

	Reviews/Summarization, Reading Comprehension: Analysis of texts from the field of Literature		
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Reference Books:

1. Agarwal, Anju D (1989) A Practical Handbook for Consumers, IBH.
2. Alien, R. K.(1970) Organisational Management through Communication.
3. Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
4. Aswalthapa, K (1991) Organisational Behaviour, Himalayan Publication, Mumbai.
5. Bahl, J.C. and Nagamia,S.M.(1974)Modern Business Correspondence and Minute Writing.
6. Balan, K. R. and Rayudu C. S. (1996) Effective Communication, Beacon New Delhi.
7. Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt .Ltd. ,New Delhi.
8. Basu, C.R. (1998) Business Organisation and Management, T.M.H.New Delhi.
9. Bhargava and Bhargava (1971) Company Notices, Meetings and Regulations
10. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
11. Burton, Gand Thakur, (1995) Management Today-Principles and Practices.T.M.H., New Delhi.
12. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
13. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
14. Frailley, L. E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
15. Ghanekar, A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
16. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
17. Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and

Application

18. McQuail, Denis (1975), Communication, Longman.
19. Merrihue, William (1960) Managing by Communication, McGrawHill, NewYork.
20. Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
21. Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGrawHill, NewYork.
22. Parry, John (1968) The Psychology of Human Communication.
23. Parson, C. J. and Hughes (1970) Written Communication for Business Students, Great Britain.
24. Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
25. Shurter, Robert L. (1971) Written Communication in Business, McGrawHill, Tokyo

Syllabus Committee:

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| 3. Prof. (Dr.) Satish Ramchandra Ghatage | Member | Kakasaheb Chavan College, Talmavale |
| 4. Dr. Thorat Rajendra Ramchandra | Member | Venutai Chavan College, Karad |
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