

Deccan Education Society's

Kirti M. Doongursee College of
Arts, Science and Commerce
(AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for
Program: Bachelor of Commerce

Course: **Business Communication**

with effect from

Academic Year 2022-2023

Course Code	Course Title: Business Communication	Credits	Lectures/ Week
KUCEVS22101	Paper 1 & 2	3	3 + 01 Tutorial

About the Course:

Course Objectives: SEM I & II

- To enable students to apply the skills of communication
- To clarify the meaning, process and elements of communication
- To convey the need and importance of communication
- To present the communication process and the elements involved in varied communication situations.
- To develop awareness of the complexity of the communication process
- To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener
- To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.
- To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience centered manner
- To demonstrate effective use of communication technology

Learning Outcomes:

After successful completion of this course, students would be able to

- Enhance LSRW skills to meet the challenges of the business world.

Unit	Topics	No of Lectures
I	<p>Theory of communication.</p> <ol style="list-style-type: none"> 1. Concept of communication: Models of communication – linear/interactive/transactional/ Shannon and weaver (To be only discussed in class) Meaning, definition, process, need, feedback emergence of communication as a key concept in the corporate and global world. 2. Impact of technology enabled communication. Types – Internet, blogs, email, modern, social media (Facebook, Twitter and a WhatsApp advantages and disadvantages) 3. Communication at workplace. Channels – formal and informal – vertical, horizontal, diagonal, Grapevine, methods- Verbal/non-verbal (including visual), business etiquettes. 4. Business ethics. Ethics at work place – importance of business ethics. Personal integrity at the workplace. Business ethics and media. Computer ethics. Corporate social responsibility. 5. Problems in communication/barriers to communication. Physical/semantic/language/social culture/psychologicalbarriers, ways to overcome these barriers. 6. Listening. Importance of listening skills, obstacles to listening, cultivating good listening skills. 	15
II	<p>Business correspondence.</p> <ol style="list-style-type: none"> 1. Theory of business letter writing: Parts, structure, layouts – full block, principles of effective letter writing, principles of effective email writing. 2. Personal correspondence: Statement of purpose, letter of recommendation, job application letter and resume, letter of appointment (to be only discussed in class) letter of acceptance of job offer, letter of appreciation, letter of resignation. 	15

III	<p>Language and Writing skills.</p> <ol style="list-style-type: none"> 1. Commercial terms used in business communication (to be only discussed). 2. Paragraph writing Developing an idea, using appropriate linking devices, etc. Cohesion and coherent etc. 3. Tutorial activities. Speaking skills, writing skills, remedial grammar, Soft skills – EQ, conflict management, time management (Students may be asked to make a PowerPoint presentation on any topic of their choice in order to enhance LSRW – listening speaking reading and writing) 	15
Semester II		
I	<p>Group Communication</p> <ol style="list-style-type: none"> 1. Interviews: Group Discussion, Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit, Online 2. 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, Types of Secretaries – Company Secretary/ Private Secretary, Functions of secretaries (only to be discussed and not to be assessed) 3. Committees and Conferences: Importance & Types of Committees, Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Skype & Webinar 4. Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR, Crisis Management, Press Release 	15
II	<p>Business Correspondence</p> <ol style="list-style-type: none"> 1. Trade Letters: Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, promotional leaflets and fliers, Consumer Grievance Redressed Letters, Letters under Right to Information (RTI) Act 	15
III	<p>Language and Writing Skills</p> <ol style="list-style-type: none"> 1. Reports and Business Proposals: Parts, Types, Feasibility Reports, Investigative Reports, Drafting of Business Proposals 2. Summarization: Identification of main and supporting/sub points, Presenting these in a cohesive manner 3. Tutorial Activities: Group Discussion, Book Reviews, Mock Interviews 	15

Suggested Reading

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. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
7. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
8. Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
9. Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
10. Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
11. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
12. Bhargava and Bhargava(1971) Company Notices, Meetings and Regulations
13. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
14. Bovee Courtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
15. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
16. Darrow, Richard, Forstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell Co., Chicago.
17. Dayal, Ishwar(1981) Managing Large Organizations: A Comparative Study.
18. Drucher,P.F.(1970) Technology, Management and Society, Pan Books London. 333
19. Drucher,P.F.(1974)Management Responsibilities Practices, Heinemann, London.
20. Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
21. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP. 22.
22. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
23. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
24. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.
25. Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
26. Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
27. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
28. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
29. Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Illinois.
30. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.
31. Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
32. Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
33. McQuail, Denis (1975), Communication, Longman.
34. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
35. Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.
36. Montagu,A and Matson , Floyd(1979) The Human Connection, McGraw Hill,New York.
37. Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
38. Parry, John (1968) The Psychology of Human Communication. 334

39. Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain. 40. Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc.
 41. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
 42. Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
 43. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo.

Evaluation Scheme for First Year (UG) under AUTONOMY

I. Internal Evaluation for Theory Courses – 40 Marks

- (i) Continuous Internal Assessment 1 (Assignment-Tutorial– 20 Marks
- (ii) Class Internal Assessment 2 – 20 Marks (Class Test with Fill in the Blanks, True or False & Answer the following)

II. External Examination for Theory Courses – 60 Marks

Duration: 2 Hours

Theory question paper pattern:

All questions are compulsory.

Question	Based on	Options	Marks
Q.1	Unit I, II, III	<i>Objectives</i> <i>(A-Explain Terms Any 2 = 4 marks. B- Fill ups = 3 marks. C- match the pairs= 3 marks)</i>	10
Q.2	Unit I	<i>Any 3 out of 6</i>	15
Q.3	Unit I	<i>Any 1 out of 3</i>	10
Q.4	Unit II	<i>Any 4 out of 6</i>	20
Q.5	Unit III	<i>Any 1 out of 3</i>	05

- II. All questions shall be compulsory with internal choice within the questions.
- III. Each Question may be sub-divided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.

