

S.Y.B.A (Applied Component)

Course Title: Business Communication

Paper I & II

(100 Marks Examination Pattern)

Objectives:

1. To develop an awareness about the complexity of communication in a dynamic business environment.
2. To develop effective oral, writing and listening skills among learners.
3. To demonstrate the effective use of communication technology.

Course Outcomes:

1. After successful completion of the course, the learner should have enhanced Listening,
2. Speaking, Reading and Writing skills and should be prepared to meet the challenges of
3. Communication in the business world

Semester III	Applied Component	Paper I	2 Credits
	Course Title: Business Communication		

Total Lectures: 60

Unit 1: Theory of Communication

5 Lectures

The Concept of Communication

Models of Communication: Linear / Interactive / Transactional / Shannon
And Weaver (To be discussed, but not to be assessed)
Meaning and Definition of Communication
Process of Communication – Traditional Model of Communication i.e. SMCR (Sender,
Medium, Channel, Receiver)
Need of Communication
Feedback
Emergence of Communication as a Key Concept in the Corporate and Global World

Unit 2: Communication at the Workplace

i. Objectives of Communication

5 Lectures

Information, Education and Training, Motivation, Persuasion, Raising
Morale, Order and Instruction, Warning, Advice and Counseling

ii. Channels of Communication

3 Lectures

Formal and Informal – Vertical, Horizontal, Diagonal, Consensus and Grapevine

iii. Methods of Communication

5 Lectures

Verbal and Non-verbal (including Visual)

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iv. Business Etiquette

5 Lectures

Office Etiquette, Internet Etiquette/Netiquette, Business Card Etiquette, Handshake Etiquette, Mobile Phone Etiquette

v. Barriers to Communication and How to Overcome Them

5 Lectures

Physical, Semantic/Language, Socio-Cultural and Psychological Barriers
Ways of overcoming these Barriers

vi. Listening

5 Lectures

Importance of Listening Skills
Barriers to Listening
Cultivating Good Listening Skills
Distinguishing between Hearing and Listening

vii. Business Ethics

5 Lectures

Ethics at the Workplace - Importance of Business Ethics
Personal Integrity at the Workplace
Business Ethics and Media
Computer Ethics
Corporate Social Responsibility

Unit 3: New Media in Communication

5 Lectures

Impact of Technology Enabled Communication

Types: Internet, Blogs, E-mail, Moodle, Social Media - Facebook, Twitter and
What's App -Advantages & Disadvantages

Unit 4: Business Correspondence

i. Theory of Business Letter Writing

5 Lectures

Principles of Effective Letter Writing - 'You' Attitude, Jargon, Four C's of Communication – Correctness, Completeness, Conciseness, Courtesy
Parts of a Business Letter
Full Block Layout of a Business Letter
Principles of Effective E-mail Writing

ii. Personnel Correspondence

10 Lectures

Statement of Purpose
Letter of Recommendation
Job Application Letter and Résumé
Letter of Appointment (To be discussed, but not to be assessed)



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Letter of Acceptance of Job Offer
Letter of Appreciation
Letter of Resignation

Unit 5: Writing Skills

Paragraph Writing

2 Lectures

Developing an idea, using appropriate linking devices, Cohesion and Coherence, self-editing etc.

Evaluation Pattern:

Third Semester End Examination	Duration: 3 Hours	100 Marks
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Question 1. : 20 marks (10+10)

A. Explain the terms in 2 to 3 sentences (five out of eight) (From All Units)

B. Objective type questions (From All Units)

Question 2. Short Notes (four out of six) (From Unit 1, Unit 2 & Unit 3) : 20 marks

Question 3. Essay Type Questions (two out of three) (From Unit 2) : 20 marks

Question 4. Personnel Letters (four out of five) : 20 marks

Letter of Recommendation
Letter of Acceptance of Job Offer
Letter of Resignation
Letter of Appreciation
Statement of Purpose

Question 5. 20 marks (10+05+05)

A. Job Application Letter and Résumé (05 + 05)

B. Situation-based Case Study
(From Unit 02 Chap. 2 - Channels of Communication & Unit 2 Chap.5 Barriers to Communication)

C. Paragraph Writing (one out of two)



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Semester Four	Applied Component	Paper II	2 Credits
Course Title: Business Communication			

Total Lectures: 60

Unit 1: Group Communication

i. Group Discussions& Interviews 8 Lectures

Group Discussion
Preparing for an Interview
Types of Interviews – Selection, Appraisal, Grievance, Exit, Online
Soft Skills – Emotional Quotient (EQ), Conflict Management

ii. Meetings 8 Lectures

Need and Importance of Meetings
Types of Meetings
Conduct of a Formal Meeting
Group Dynamics
Role of the Chairperson
Role of the Participants
Drafting of Notice, Agenda and Resolutions

iii. Committees & Conferences 8 Lectures

Importance of Committees
Types of Committees
Meaning of Conference
Importance of Conferences
Organizing a Conference
Modern Methods of Conducting Conferences - Skype & Webinar

Unit 2: Public Relations 10 Lectures

Meaning of Public Relations (PR)
Functions of the PR Department of an Organization
External and Internal Measures of Promoting PR
Crisis Management
Press Releases



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Unit3: Business Correspondence

15 Lectures

Trade Letters
Letters of Inquiry
Letters of Complaints, Claims, Adjustments
Sales Letters, Promotional Leaflets and Fliers
Consumer Grievance Redressal Letters
Letters under Right to Information (RTI) Act

Unit 4: Report Writing

6 Lectures

Parts of a Business Report
Types of Business Reports
Feasibility Reports (Reports to be Prepared)
Investigative Reports (Reports to be Prepared)

Unit 5: Language and Writing Skills

5 Lectures

Summarisation

Identification of main and supporting/sub points
Presenting the points in a cohesive manner

Evaluation Pattern:

Fourth Semester End Examination	Duration: 3 Hours	100 Marks
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Question 1. Short Notes (four out of six) (Units 1 & Unit 2) :20 marks

Question 2. Essay Type Questions (two out of three) (Units 1 & Unit 2) :20 marks

Question 3. Letters (four out of five) :20 marks

Letter of Inquiry
Complaint & Claim/Adjustment Letter
Sales Letter/Flier
Consumer Grievance Redressal Letter
RTI Letter

Question 4. :20 marks (10 +10)

A. Drafting a Business Report

B. Drafting a Notice, Agenda and 02 Resolutions



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Question 5.

20 marks (10+05+05)

- A. Explain the terms in 2 to 3 sentences (five out of eight) (From all Units)
- B. Objective Type Questions (From all Units)
- C. Summarization (Unseen passage)

References:

1. Agarwal, AnjuD. (1989) *A Practical Handbook for Consumers*, India Book House, Mumbai.
2. Ashley, A. (1992) *A Handbook Of Commercial Correspondence*, Oxford University Press, New Delhi.
3. Aswalthapa, K. (1991) *Organisational Behaviour*, Himalayan Publications, Mumbai.
4. Atreya, N. and Guha (1994) *Effective Credit Management*, MMC School of Management, Mumbai.
5. Bahl, J. C. and NagamiaS. M. (1974) *Modern Business Correspondence and Minute Writing*, N. M. Tripathi Pvt. Ltd. New Delhi.
6. Balan, K.R. and Rayudu, C. S. (1996) *Effective Communication*, Beacon Books, New Delhi.
7. Bangh, L.Sue, Fryar, Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA.
8. Banerjee, Bani P. (2005) *Foundation of Ethics in Mangement*, Excel Books, New Delhi.
9. Barkar, Alan (1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
10. Basu, C. R. (1998) *Business Organisation and Management*, Tata McGraw-Hill, 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*, Taxman New Delhi.
13. Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
14. Britt, Deborah. *Improving Business Communication Skills*, Kendall Hunt Publishing Co. (1992)




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16. Burton, G. and Thakur, (1995) *Management Today- Principles and Practices*, Tata McGraw Hill, New Delhi.
17. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
18. Drucher, P.F. ((1970) *Technology, Management and Society*, Pan Books London.
19. Drucher, P.F. ((1974) *Management Responsibilities Practices*, Heinemann, London.
20. Eyre, E.C. (1985) *Effective Communication Made Simple*, Rupa and Co., Kolkata.
21. Ecouse, Barry (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP, New Delhi.
22. Fisher, Dalmar (1999), *Communication in Organisation*, Jaico Publishing House, Mumbai.
23. Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc., New Jersey.
24. French, Astrid (1993) *Interpersonal Skills*, Sterling Publishers, New Delhi.
25. Fritzsche, David J. (2005) *Business Ethics: A Global and Managerial Perspective*, McGrawHill, New York.
26. Gartside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd. Plymouth.
27. Ghanekar, A. (1996) *Communication Skills for Effective Management*, Everest Publishing House, Pune.
28. Goleman, Daniel (1995) *Emotional Intelligence*, Bloomsbury Publications, Great Britain.
29. Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
30. Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly*, Response Books, New Delhi.
31. Gupta, Dipankar (2006) *Ethics Incorporated: Top Priority and Bottom Line*, Response Books, New Delhi.
32. Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
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35. M. Ashraf, Rizvi (2006) *Effective Technical Communication*, Tata McGraw Hill, New Delhi.
36. Martson, John E. 1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
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44. Murphy, Herta and Hilde Brandt, Herbert W. (1984) *Effective Business Communication*, McGraw Hill, New York.
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46. Peterson, Robert A and Ferrell, O.C. (2005) *Business Ethics: New Challenges for Business Schools and Corporate Leaders*, Prentice Hall of India Pvt., Ltd.
47. Ross, Robert D. (1977) *The Management of Public Relations*, John Wiley and Sons, U.S.A.
48. Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) *Business Ethics: Concepts and Cases*, Tata McGraw Hill, New Delhi.
49. Shekhar, R.C. (1997) *Ethical Choices in Business*, Response Books, Pennsylvania State University Press, U.S.A.
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General Reading List for Improved Language Skills:

[N.B. The list is only indicative and not prescriptive.]

1. Yousafzai Malala. *I Am Malala*, Weidenfeld & Nicolson, U.K.
2. Bach Richard. *Illusions II*, Create Space Independent Publishing Platform (Amazon).
3. Pillai, Radhakrishnan. *Corporate Chanakya*, Jaico Publishing House, Mumbai.
4. Tzu, Sun. *The Art of War*, Fingerprint Publishing (Amazon).
5. Goldratt, Eliyahu M. *The Goal*, Productivity & Quality Publishing (Amazon).
6. Goldratt, Eliyahu M. *It's Not Luck*, North River Press, U.S.A.
7. Murthy, Sudha. *Wise and Otherwise* Penguin India, New Delhi.
8. Choudhary, Arindam. *Count Your Chickens before They Hatch*, Vikas Publishing House, India.
9. Kalam, APJ. *Wings of Fire*, Universities Press, India.
10. Kalam APJ. *Ignited Minds*, Penguin India, New Delhi.

Suggested List of Websites

1. <http://lifehack.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
6. <https://www.sitepoint.com/social-networking-sites-for-business>

Suggested List of You Tube Videos

1. <https://www.youtube.com/watch?v=K15ca0n0ois>
2. <https://www.youtube.com/watch?v=ixSUB11WNxk>
3. <https://www.youtube.com/watch?v=K15ca0n0ois>
4. <http://www.lifehack.org/.../communication/improvecommunicationskills.html>

IIT Kanpur Video Lectures

1. <http://nptel.ac.in/courses/109104031/>
2. <http://nptel.ac.in/courses/109104030/>




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Suggested List of MOOCs

1. <https://www.mooc-list.com/tags/communication-skills>
2. <https://www.mooc-list.com/.../effective-communication>
3. <https://www.mooc-list.com/tags/business-communication>
4. <https://www.skilledup.com/.../learn-communications-online-free>
5. <http://www.about.com/Communication+Skills+List>

Coursera

1. <https://www.coursera.org/learn/management-leadership-english#>
2. <https://www.coursera.org/learn/business#>
3. <https://www.coursera.org/learn/powerpoint-presentations>

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