

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BCom

**Course : Business
Communication**

Semester : I

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Business Communication

Semester: I

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
FYBCom				
1	CBCS101	Business Communication	3	3

Semester I – Theory

Course: CBCS101	Business Communication - I (Credits :03 Lectures/Week:)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To develop awareness of the concept of communication and related issues • To develop effective writing, speaking and listening skills among students • To acquaint students with the complexities of communication at the workplace • To equip students to use communication skills effectively in the corporate world <p>Outcomes: The syllabus introduces students to key concepts of Communication theory and practice.</p>	
Unit I	<p>Background</p> <ol style="list-style-type: none"> 1) Concept of Communication: Meaning, Process, Models of Communication: Linear, Interactive, Transactional; Significance of Communication as a key concept in the Corporate and Global World 2) Channels and Objectives of Communication: <ol style="list-style-type: none"> i. Objectives of Communication: Information and Education, Advice, Order and Instruction, Persuasion, Warning, Motivation and Boosting the Morale of Employees ii. Channels: Formal – Vertical, Horizontal, Diagonal; Informal - Grapevine iii. Methods: Verbal and Non-verbal Communication and their Characteristics 3) Listening Skills: Difference between listening and hearing, Importance of Listening Skills, Obstacles to Listening, Cultivating good listening skills 	15 L
Unit II	<p>Communication in the Business World</p> <ol style="list-style-type: none"> 1) Impact of technological advancements on communication: Computers, Email, Internet & Blogs, Social Media (Facebook, Twitter, WhatsApp), Telephone and SMS Communication Facsimile Communication [Fax], Video and Satellite Conferencing, Moodle – Advantages and Disadvantages 2) Obstacles to Communication in the Business World: Physical, Semantic/ Language, Socio-Cultural, Psychological Barriers, Ways to overcome these barriers 3) Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the 	15 L

	workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility (Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace, Piracy, Insurance, Child Labour), Business Etiquette	
Unit III	<p>Business Correspondence</p> <p>1) Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of Effective Email Writing</p> <p>2) Formal Correspondence:</p> <p>a) Statement of Purpose, Letter of Acceptance of Job Offer, Letter of Resignation, Letter of Appreciation, Letter of Recommendation.</p> <p>3) Letter of Appointment, Promotion and Termination (only to be discussed in class)</p>	15 L
Unit IV	<p>Language and Writing Skills</p> <p>a) Paragraph Writing: Developing an idea, using appropriate linking devices, Cohesion and Coherence, Preparation of the first draft, Revision and self-editing, etc.</p> <p>b) Job Application and Resume</p> <p>Tutorial Activities:</p> <p>a) Remedial Grammar Writing and Speaking Skills: News Items, Dialogue /Speeches, Writing Movie/Book Reviews</p> <p>b) Reading Comprehension: Analysis of texts from various fields</p> <p>*Note: One tutorial per batch per week in addition to number of lectures stated above (Batch size as per the University norms)</p>	15T
<p>Textbook & References:</p> <ol style="list-style-type: none"> Ashley, A. (1992). <i>A Handbook Of Commercial Correspondence</i>. New Delhi: Oxford University Press. Aswalthapa, K. (1991). <i>Organisational Behaviour</i>. Mumbai: Himalayan Publications. Bahl, J. C. and Nagamia S. M. (1974) <i>Modern Business Correspondence and Minute Writing</i>. N. M. New Delhi: Tripathi Pvt. Ltd. Balan, K.R. and C. S. Rayadu (1996) <i>Effective Communication</i>. New Delhi: Beacon Books. Bangh, L.Sue, Fryar, Maridell and David A. Thomas. (1998) <i>How to Write First Class Business Correspondence</i>. N.T.C. Publishing Group USA. Banerjee, Bani P. (2005) <i>Foundation of Ethics in Management</i>. New Delhi: Excel Books. Brown, Ralph. (2007). <i>Making Business Writing Happen: A Simple and Effective Guide to Writing Well</i>. Mohan Krishna & Singh, N. P. (1995). <i>Speaking English Effectively</i>. New Delhi: Macmillan India. Blass, Laurie, Kathy Block and Hannah Friesan (2007). <i>Creating Meaning</i>. Oxford: OUP. Khanna, Pooja. (2016). <i>Effective Business Communication</i>. Delhi: Vikas Publishing. Khanna, Pooja. (2016). <i>Business Communication</i>. Delhi: Vikas Publishing. Kaul, Asha. (2015). <i>Effective Business Communication</i>. New Delhi: PHI Learning Pvt. Ltd. Leucke, Richard. (2003). <i>Harvard Business Essentials: Business Communication</i>. 		

Boston, Massachusetts: Harvard Business School Press.

14. Cialdini, Robert B., Nick Morgan and Deborah Tannen. (2003). *HBR's 10 Must Reads on Communication*. Boston, Massachusetts: Harvard University Press.

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

(i) C.A.-I : Test – 20 Marks of 40 minutes duration on Unit I

(ii) C.A.-II : Speeches

II. Semester End Examination (SEE)- 60 Marks