



Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College

of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for F.Y.B.Com.

Program: B.Com. BUSINESS COMMUNICATION

Program Code: RJCUBC

(CBCS 2018-19)

DISTRIBUTION OF TOPICS AND CREDITS**F.Y.B.Com. BUSINESS COMMUNICATION SEMESTER I**

Course	Nomenclature	Credits	Topics
RJCUBC101	Business Communication 1	02	1. Theory of Communication 2. Communication at the Workplace 3. New Media in Communication 4. Business Correspondence 5. Writing Skills

F.Y.B.Com. BUSINESS COMMUNICATION SEMESTER II

Course	Nomenclature	Credits	Topics
RJCUBC201	Business Communication 2	02	1. Group Communication 2. Public Relations 3. Business Correspondence 4. Report Writing 5. Language and Writing Skill Summarization

F.Y.B.Com.	Semester I Theory
RJCUBC101	Course Outcomes 1.1 :
Paper I	1. After successful completion of the course, the learner should have
Business	enhanced Listening,
Communication	2. Speaking, Reading and Writing skills and should be prepared to
1	meet the challenges of
	3. Communication in the business world
	Learning outcomes:
	➤ To develop an awareness about the complexity of communication in
	a dynamic business environment.
	➤ To develop effective oral, writing and listening skills among
	learners.
	➤ To demonstrate the effective use of communication technology.

F.Y.B.Com Business Communication Syllabus Semester I & II

SEMESTER I (THEORY)		L	Cr
Paper-I: Business Communication 1	Paper Code: RJCUBC101	45	2
UNIT I		06	
THEORY OF COMMUNICATION			
1	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, Message, Channel, Receiver), Need of Communication, Feedback		
UNIT II		15	
COMMUNICATION AT THE WORKPLACE			
1	Channels of Communication: Formal and Informal – Vertical, Horizontal, Diagonal, Consensus and Grapevine		
2	Methods of Communication: Verbal and Non-verbal (including Visual)		
3	Business Etiquette: Office Etiquette, Internet Etiquette/Netiquette, Business Card Etiquette, Handshake Etiquette, Mobile Phone Etiquette		
4	Barriers to Communication and How to Overcome Them: Physical, Semantic/Language, Socio-Cultural and Psychological Barriers, Ways of overcoming these Barriers		
5	Listening: Importance of Listening Skills, Barriers to Listening, Cultivating Good Listening Skills, Distinguishing between Hearing and Listening		

F.Y.B.Com Business Communication Syllabus Semester I & II

UNIT III		06	
NEW MEDIA IN COMMUNICATION			
1	Impact of Technology Enabled Communication: Types: Internet, Blogs, E-mail, Moodle, Social Media - Facebook, Twitter and What's App - Advantages & Disadvantages		
UNIT IV		16	
BUSINESS CORRESPONDENCE			
1	Theory of Business Letter Writing: 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		
2	Personnel Correspondence Statement of Purpose Letter of Recommendation Job Application Letter and Résumé Letter of Appointment (To be discussed, but not to be assessed) Letter of Acceptance of Job Offer Letter of Appreciation (To be discussed, but not to be assessed) Letter of Resignation		
UNIT V		02	
WRITING SKILLS			
1	Paragraph Writing: Developing an idea, using appropriate linking devices, Cohesion and Coherence, self-editing etc		

Evaluation Pattern:

Internals: 40 Marks

Two Internals of 20 marks each based on Multiple choice questions test/
Presentation/Project/ Field Visit Report.

First Semester End Examination	Duration: 2 Hours	60 Marks
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Question 1. Short Notes (three out of four) (From Unit 1 & 2) : 15marks

Question 2. A. Essay Type Questions (one out of two) (From Unit 2): 10 marks
B. Short Notes (One out of two) : 05 marks

Question 3. Personnel Letters (three out of four) : 15 marks

Letter of Recommendation

Letter of Acceptance of Job Offer

Letter of Resignation

Statement of Purpose

Question 4. :15 marks

A. Job Application Letter and Résumé (10)
And

B. Situation-based Case Study (05)

(From Unit 02 Chap. 2 - Channels of Communication & Unit 2 Chap.5
Barriers to Communication)

F.Y.B.A.	Semester II Theory
RJCUBC201 Paper II Business Communication 2	<p>Course Outcomes 1.1 :</p> <ol style="list-style-type: none"> 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 <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ To develop an awareness about the complexity of communication in a dynamic business environment. ➤ To develop effective oral, writing and listening skills among learners. ➤ To demonstrate the effective use of communication technology.

F.Y.B.Com Business Communication Syllabus Semester I & II

SEMESTER II (THEORY)		L	Cr
Paper-I: Business Communication 2	Paper Code: RJCUBC201	45	2
UNIT I		24	
GROUP COMMUNICATION			
1	Group Discussions & Interviews: Group Discussion, Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit, Online, Soft Skills – Emotional Quotient (EQ), Conflict Management		
2	Meetings: 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		
3	Committees & Conferences: Importance of Committees, Types of Committees, Meaning of Conference, Importance of Conferences, Organizing a Conference, Modern Methods of Conducting Conferences - Skype & Webinar		
UNIT II		10	
PUBLIC RELATIONS			
1	Public Relations: Meaning of Public Relations (PR), Functions of the PR Department of an Organization, External and Internal Measures of Promoting PR, Press Releases		
UNIT III		15	
BUSINESS CORRESPONDENCE			
1	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 IV		06	
REPORT WRITING			
1	Parts of a Business Report Types of Business Reports Feasibility Reports (Reports to be Prepared) Investigative Reports (Reports to be Prepared)		
UNIT V		05	
LANGUAGE AND WRITING SKILL			
1	Summarization: Identification of main and supporting/sub points Presenting the points in a cohesive manner		

Evaluation Pattern:

Internals: 40 Marks

Two Internals of 20 marks each based on Multiple choice questions test/
Presentation/Project/ Field Visit Report.

Second Semester End Examination	Duration: 2 Hours	60 Marks
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Question 1. Short Notes (three out of four) (Units 1) :15 marks

Question 2. : 15 marks

A. Essay Type Questions (one out of two) (From Unit 2) (10)

B. Short Notes (One out of two) (From Unit 2) (05)

Question 3. Letters (three out of four) :15 marks

Letter of Inquiry

Complaint & Claim/Adjustment Letter

Sales Letter

Consumer Grievance Redressal Letter

RTI Letter

Question 4. :15 marks

A. Drafting a Business Report (one out of two) (07)

B. Drafting a Notice, Agenda and 02 Resolutions (08)

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2. Ashley, A. (1992) A Handbook Of Commercial Correspondence, Oxford University Press, New Delhi.
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4. Atreya, N. and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
5. Bahl, J. C. and Nagamia S. 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.
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8. Banerjee, Bani P. (2005) Foundation of Ethics in Management, 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.
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13. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
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15. Bovee Courtland, L. and Thrill, John V. (1989) Business Communication Today, McGraw Hill, New York, Taxman Publication.
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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, McGraw Hill, New York.
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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.
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34. Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice, New Delhi.
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.
37. Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice, New Delhi.
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41. Mishra Rajiv K. (2006) Code of Conduct for Managers, Rupa Company, Mumbai.
42. Monippalli, M.M. (1997), The Craft of Business Letter Writing, Tata McGraw Hill, New Delhi.
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51. Shurter, Robert L. (1971) Written Communication in Business, Tata McGraw Hill, Tokyo.

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.

Scheme of Examinations

1. Two Internals of 20 marks each. Duration 30min for each.
2. One External (Semester End Examination) of 60 marks. Duration 2 hours.
3. Minimum marks for passing Semester End Theory and Internal Exam is 40 %.
4. Student must appear for at least one of the two Internal Tests to be eligible for the Semester End Examination.
5. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
6. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.