



**Hindi Vidya Prachar Samiti's**

**Ramniranjan Jhunjhunwala College of Arts,**

**Science & Commerce (Autonomous College)**

**Affiliated to UNIVERSITY OF MUMBAI**

**Syllabus for the F.Y.B.Com**

**(CBCS)**

**2021-2022**

**Program: B.Com**

**BUSINESS COMMUNICATION**

**Program Code: RJCUBC**

**1. Syllabus as per Choice Based Credit System:**

- |       |                                      |   |
|-------|--------------------------------------|---|
| i)    | Name of the Program                  | : F.Y.B.Com.<br>Semester I and Semester II            |
| ii)   | Course Code                          | : RJCBCS101 & RJCBCS201                               |
| iii)  | Course Title                         | : <b>Business Communication<br/>Papers I &amp; II</b> |
| iv)   | Semester wise Course Contents        | : Enclosed in the Copy of the<br>Syllabus             |
| v)    | References and Additional References | : Enclosed in the Syllabus                            |
| vi)   | Credit Structure                     | : No. of Credits per Semester –<br>02                 |
| vii)  | No. of lectures per Unit             | : As mentioned in the syllabus                        |
| viii) | No. of lectures per week             | : 04  |

**2. Scheme of Examination** : 4 Questions of 15 marks each

**3. Special notes, if any** : No

**4. Eligibility, if any** : No

**5. Fee Structure** : As per University Structure

**6. Special Ordinances / Resolutions, if any** : No

**Objectives:**

1. To develop an awareness in learners about the complexity of communication in a dynamic business environment.
2. To explain the significance of effective communication in the professional world.
3. To hone the learner's soft skills required for successful professional life
4. To sensitize the learner to the business ethics that organizations must comply with in the business world
5. To acquaint the learner with rapidly changing communication technology and the uses of the different modes.

**Course Outcomes:**

After successful completion of the course, the learner

1. understands the processes and channels of communication which link an organization with its internal and external world.
2. distinguishes between language usage in formal and informal situations.
3. uses Speaking, Reading and Writing skills effectively to meet the challenges of communication in the business world
4. deduces educational implications of ethical behaviour in the professional world.
5. deciphers the appropriate tool of communication technology to be used in relation to the demands of the situation..

<b>Semester I</b>	<b>Paper I</b>	<b>2 Credits</b>
<b>Course Title: Business Communication-Theory &amp; Practise</b>		<b>Total Lectures: 60</b>

**Unit 1: Theory of Communication**

**15 Lectures**

**1. The Concept of Communication**

Meaning and Definition of Communication, Process of Communication - Traditional Model of Communication i.e. SMCR (Sender, Message, Channel, Receiver), Need of Communication, Feedback.  
Methods of Communication: Verbal and Non-verbal (including Visual), Communication through Social Media

**2. Objectives of Communication:**

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Raising Morale, Motivation, Order & Instruction, Advice & Counselling

**3. Listening:**

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

**Unit 2: Communication at the Workplace**

**15 Lectures**

**1. Channels of Communication:**

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

**2. Business Etiquette:**

Office Etiquette, Business Card Etiquette, Handshake Etiquette, Mobile Phone Etiquette

**3. Barriers to Communication and How to Overcome Them:**

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

**Unit 3: Business Correspondence**

**22 Lectures**

1. Business Letters: Parts of letter, Lay outs- Full Block Layout, Principles of Effective Letter Writing

2. Personnel Correspondence: Statement of Purpose, Application Letter and Résumé

3. E-Mail: Need and Importance, Principles of Effective E-mail Writing

4. Drafting E-mails: Recommendation, Appreciation, Acceptance of Job Offer

5. Creating Blogs and Facebook Page for Business Organizations.

**Unit 4: Case Study & Interpretation of Technical Data**

**8 Lectures**

A. Case Study: Students should be taught to understand & analyze case studies based on Channels of Communication & Barriers of Communication.

B. Interpretation of Technical Data: Students should be taught to read and interpret pie charts, tables, line and bar graphs and flow charts and express the same in paragraph format.

**Objectives:**

1. To prepare learners for the dynamic world of employment.
2. To explain the significance of effective participation in meetings, conferences and seminars for success in the professional world.
3. To sensitize the learner to the need for public relations in the business world.
4. To train learners in business correspondence required in the business world
5. To acquaint the learner with practical dimensions of conducting business.

**Course Outcomes:**

After successful completion of the course, the learner

1. competes with other participants in GDs and interviews.
2. differentiates between the roles of participants and the chairperson in meetings and conferences.
3. drafts appropriate press releases for different situations.
4. applies letter writing skills to correspond effectively in different situations in the professional world.
5. compares and contrasts between different types of business reports.

<b>Semester II</b>	<b>Paper I</b>	<b>2 Credits</b>
<b>Course Title: Business Communication- Group Dynamics &amp; Business Practic</b>		
Total Lectures: 60		

**Unit 1: Group Communication**

**21 Lectures**

- 1 A. Group Discussions & Interviews, Types of Interviews - Job, Appraisal, Grievance, Exit, Online  
B. Conduct of Group Discussion, Conduct of an Interview
- 2 A. Meetings, Types of Meetings, Conduct of a Formal Meeting, Role of the Chairperson, Role of the Participants,  
B. Drafting of Notice, Agenda and Resolutions
- 3 A. Committees & Conferences: Types of Committees, Types of Conference, Organizing a Conference,  
B. Conducting Conferences - Skype & Webinar

**Unit 2: Public Relations**

**9 Lectures**

- A. Public Relations: Meaning, Role of Public Relations Officer (PRO), External and Internal Measures of Promoting PR,
- B. Press Releases

**Unit 3: Business Correspondence**

**12 Lectures**

- A. Trade Letters: Letters of Order, Letters of Complaints, Consumer Grievance Redressal Letters, Letters under Right to Information (RTI) Act
- B. Promotional Leaflets and Fliers, Sales Letters

**Unit 4: Practical Dimensions of Business**

**18 Lectures**

- 1. Drafting a Business Proposal
- 2. Report Writing: Parts of a Business Report, Types of Business Reports, Investigative Report
- 3. Note Making (Based on Interviews, GD's, Press Releases)

**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.

**References:**

1. Agarwal, AnjuD. (1989) *A Practical Handbook for Consumers*, IndiaBook House, Mumbai.
2. Ashley, A. (1992) *A Handbook Of Commercial Correspondence*, OxfordUniversity 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 Correspondenceand Minute Writing*, N. M. Tripathi Pvt. Ltd .New Delhi.
6. Balan, K.R. and Rayudu, C. S. (1996) *Effective Communication*, BeaconBooks, New Delhi.
7. Bangh, L.Sue, Fryar, Maridell and Thomas David A. (1998) *How to WriteFirst Class Business Correspondence*, N.T.C. Publishing Group USA.
8. Banerjee, Bani P. (2005) *Foundation of Ethics in Mangement*, ExcelBooks, 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 HuntPublishing Co. (1992)
15. Bovee Courtland, L. and Thrill, John V. (1989) *Business Communication Today*, McGraw Hill, New York, Taxman Publication.

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*, McGraw Hill, 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.



33. Lesikar, Raymond V. and Petit, John D. (1994) *Business Communication: Theory and Application*, Richard D. Irwin Inc., Illinois
34. Ludlow, Ron. (1995) *The Essence of Effective Communication*, Prentice, New Delhi.
35. M. Ashraf, Rizvi (2006) *Effective Technical Communication*, Tata McGrawHill, 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.
38. McLean, Scott L. (2016) *Business Communication for Success*, Flat World Publishers, Washington.
39. McQuail, Denis (1975) *Communication*, Longman, New York.
40. Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York.
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 McGrawHill, New Delhi.
43. Montagu, A. and Matson, Floyd (1979) *The Human Connection*. McGrawHill, New York.
44. Murphy, Herta and Hilde Brandt, Herbert W. (1984) *Effective Business Communication*, McGraw Hill, New York.
45. Parry, John (1968) *The Psychology of Human Communication*, American Elsevier, New York.
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.
50. Stephenson, James (1988) *Principles and Practice of Commercial Correspondence*. Pilman and Sons Ltd., London.
51. Shurter, Robert L. (1971) *Written Communication in Business*, Tata McGrawHill, 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.