



Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College

of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for S.Y.B.A.

(CBCS)

2018-2019

2019-2020

2020-2021

2021-2022

Program: BUSINESS COMMUNICATION

Program Code: RJAUBC

DISTRIBUTION OF TOPICS AND CREDITS

S.Y.B.A. APPLIED COMPONENT BUSINESS COMMUNICATION SEMESTER III

Course	Nomenclature	Credits	Topics
RJAUBC301	Business Communication 1	02	1. Theory of Communication 2. Communication at the Workplace 3. New Media in Communication 4. Business Correspondence 5. Writing Skills

S.Y.B.A. APPLIED COMPONENT BUSINESS COMMUNICATION SEMESTER IV

Course	Nomenclature	Credits	Topics
RJAUBC401	Business Communication 2	02	1. Group Communication 2. Public Relations 3. Business Correspondence 4. Report Writing 5. Language and Writing Skill

S.Y.B.A Business Communication Syllabus Semester III & IV

S.Y.B.A.	Semester I Theory
RJAUBC301 Paper I Business Communication	<p>Course Outcomes:</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 of3. 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.

S.Y.B.A Business Communication Syllabus Semester III & IV

SEMESTER I (THEORY)		L	Cr
Paper-I: Business Communication 1	Paper Code: RJAUBC301	45	2
UNIT I		06	
THEORY OF COMMUNICATION			
1	<p>The Concept of Communication:</p> <p>Models of Communication: Linear / Interactive / Transactional / Shannon And Weaver (To be discussed, but not to be assessed)</p> <p>Meaning and Definition of Communication, Process of Communication – Traditional Model of Communication i.e. SMCR (Sender, Message, Channel, Receiver), Need of Communication, Feedback</p>		
UNIT II		15	
COMMUNICATION AT THE WORKPLACE			
1	<p>Objectives of Communication:</p> <p>Information, Education and Training, Motivation, Order and Instruction, Warning</p> <p>B. Persuasion, Raising Morale, Advice and Counseling' (Not to be tested)</p>		
2	<p>Channels of Communication:</p> <p>Formal and Informal – Vertical, Horizontal, Diagonal, Consensus and Grapevine</p>		
3	<p>Methods of Communication:</p> <p>Verbal and Non-verbal (including Visual)</p>		
4	<p>Business Etiquette:</p> <p>Office Etiquette, Internet Etiquette/Netiquette, Business Card Etiquette, Handshake Etiquette, Mobile Phone Etiquette</p>		
5	<p>Barriers to Communication and How to Overcome Them:</p> <p>Physical, Semantic/Language, Socio-Cultural and Psychological Barriers, Ways of overcoming these Barriers</p>		
6	<p>Listening:</p> <p>Importance of Listening Skills, Barriers to Listening, Cultivating Good Listening Skills, Distinguishing between Hearing and Listening</p>		

S.Y.B.A Business Communication Syllabus Semester III & IV

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		

SEMESTER II (THEORY)		L	Cr
Paper-I: Business Communication 2	Paper Code: RJAUBC401	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, Crisis Management, 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		

S.Y.B.A Business Communication Syllabus Semester I & II

<i>UNIT IV</i>		06	
<i>REPORT WRITING</i>			
1	Parts of a Business Report Types of Business Reports Feasibility Reports (Reports to be Prepared) Investigative Reports (Reports to be Prepared)		
<i>UNIT V</i>		05	
<i>LANGUAGE AND WRITING SKILL</i>			
1	Summarization: Identification of main and supporting/sub points Presenting the points in a cohesive manner		

References

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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 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.
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 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.
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)
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.
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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, McGrawHill, New York.
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27. Ghanekar, A. (1996) Communication Skills for Effective Management, Everest Publishing House, Pune.

S.Y.B.A Business Communication Syllabus Semester I & II

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 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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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 McGraw Hill, New Delhi.
43. Montagu, A. and Matson, Floyd (1979) The Human Connection. McGraw Hill, New York.
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.
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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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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.