



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program :B.Com

Proposed Course:Business Communication

Semester II

**Credit Based Semester and Grading System (CBGS) with effect from
the academic year 2020-21**

FYBCom Business Communication Syllabus

Academic year 2020-21

Semester II			
Course Code	Course Title	Credits	Lectures /Week
CENG201	Business Communication– II	03	03 per week per division + 01 Tutorial per division divided into 3 batches



Course Code: CENG201	Course Title <u>Business Communication - II</u>	03 Credits
Learning Objectives	<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 	
Course description	The syllabus introduces students to key concepts of Group Communication theory and practice in the professional sphere.	
	THEORY Semester II	45 total lectures + 15 tutorials = 60 lectures
Sub Unit	Unit – I: Group Communication	12 lectures
1.	Interviews: (CA1) Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit, Online	
2.	Meetings: (CA1) Group Dynamics, Need and Importance of Meetings, Prerequisites for conducting meetings, Conduct of Meeting and Role of the Chairperson, Role of the Participants	
3.	Committees and Conferences: Types of committees and their importance, Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele – Conferencing	
	Unit – II: Communication in the Corporate Sector	12 lectures
1.	Basics of Advertising: Meaning, Advertising and Communication, Functions, Tools of Advertising, Types of Advertising	
2.	Basics of HR: Meaning, Need and Importance, Functions, Innovations in HR	
3.	Public Relations: (CA1) Meaning, Functions of PR Department, External and Internal	

	Measures of PR, Crisis Management, Press Release	
	Unit – III: Business Correspondence	12 lectures __lectures
	<p>Letters of Inquiry, Letters of Complaints, Claims, and Adjustments, Sales Letters, Promotional leaflets and fliers, Consumer Grievance Redressal Letters, Letters under Right to Information (RTI) Act</p> <p>(Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.)</p>	
	Unit – IV: Language and Writing Skills	09 lectures + 15 Tutorials per batch per week*
<p>1.</p> <p>2.</p>	<p>a) Reports: Feasibility Reports, Investigative Reports – Individual and Committee</p> <p>b) Drafting of Notice, Agenda and Resolutions</p> <p>Tutorial Activities: (Practice for CA-2)</p> <p>Individual speeches/Group Discussions on topics from varied fields (CA2)</p> <p>*Note: One tutorial per division divided into 3 batches per week in addition to the lectures (Batch size as per the University norms)</p>	
References:	<ol style="list-style-type: none"> 1. Ashley, A. (1992) <i>A Handbook Of Commercial Correspondence</i>. Oxford: Oxford University Press. 2. Aswalthapa, K. (1991). <i>Organisational Behaviour</i>. Mumbai: Himalayan Publication. 3. Bahl, J.C. and Nagamia, S.M. (1974). <i>Modern Business Correspondence and Minute Writing</i>. Mumbai: N. M. Tripathi Private Limited. 4. Balan, K.R. and Rayudu C.S. (1996) <i>Effective Communication</i>. New Delhi: Beacon Books. 5. Bangh, L Sue, Fryar, Maridell and Thomas David A. (1998). <i>How to Write First Class Business Correspondence</i>. USA: N.T.C. Publishing Group. 6. Barkar, Alan. (1993) <i>Making Meetings Work</i>. New Delhi: Sterling Publications Pvt. Ltd. 7. Basu, C.R. (1998). <i>Business Organisation and Management</i>. New Delhi: TMH. 8. Benjamin, James. (1993). <i>Business and Professional</i> 	

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Assessment Pattern	<p>I. Continuous Assessment (CA): 40 marks</p> <p>(i) CA-1: 20 marks from Unit I + II as indicated</p> <p>(ii) CA-II: 20 marks – Individual speeches/Group Discussions on topics from varied fields</p> <p>II. Semester End Exam (SEE): 60 marks</p> <p>Q.1 Short notes on Unit I &II (3 out of 5) (15)</p> <p>Q.2 Essay type answers Unit I & II (2 out of 3) (15)</p> <p>Q.3 Letters Unit III (3 out of 5) (15)</p> <p>Q.4 a) Report writing (1 out of 2) (08)</p> <p>b) Drafting Notice, Agenda and 2 Resolutions (07)</p>	
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