

1. Syllabus as per Choice Based Semester and Grading System.

- i) Name of the Programm : B.Com
- ii) Course Code : Semester I UBCOMFSI.4
Semester II UBCOMFSII.4
- iii) Course Title : F.Y.B.Com
- iv) Semester wise Course Contents : Enclosed the copy of the syllabus
Business Communication (Semester I & Semester II)
- v) References and additional references : Enclosed in the Syllabus
- vi) Credit structure : No. of Credits per Semester - 03
- vii) No. of lectures per Unit : Sem- I [Unit 1: ; Unit 2: ; Unit 3:]
: Sem- II [Unit 1: ; Unit 2: ; Unit 3:]
- viii) No. of lectures per week : 03
2. Scheme of Examination : Sem –I : 6 Questions [Q1,Q2,Q3: 20 marks each
Q4: 10 marks, Q 5: 20 marks, Q 6 :10 marks]
: Sem –II :7 Questions [Q1: 15 marks; Q2, Q3: 20
marks each; Q5, Q6 :10marks each; Q7:05 marks]
- 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

*One tutorial per batch per week in addition to number of lectures stated above
(Batch size as per the University norms)*

Syllabus for Business Communication: F.Y. B. Com and SYBA

Course Objectives: 1. To develop awareness of the complexity of the communication process

2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener

3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups

4. To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience centered manner

5. To demonstrate effective use of communication technology.

Expected Outcome : After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the world.

First Semester

Unit 1: Theory of Communication

- | | |
|---|----|
| 1. Concept of Communication – | 04 |
| Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class)
Meaning, Definition, Process, Need, Feedback
Emergence of Communication as a key concept in the Corporate and Global world. | |
| 2. Impact of Technology Enabled Communication-- | 03 |
| Types – Internet, Blogs, E – Mail, Moodle, Social Media (Facebook, Twitter & Whats’app
Advantages & Disadvantages | |
| 3. Communication at Workplace--- | 06 |
| Channels - Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine
Methods – Verbal / Non Verbal (including Visual)
Business Etiquettes | |
| 4. Business Ethics | |
| Ethics at workplace - Importance of Business Ethics
Personal Integrity at the workplace
Business Ethics and media
Computer Ethics
Corporate Social Responsibility | 04 |

5. Problems in Communication /Barriers to Communication -- 05
 Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers
 Ways to Overcome these Barriers
6. Listening – 04
 Importance of Listening Skills
 Obstacles to Listening
 Cultivating good Listening Skills

Unit 2: Business Correspondence

1. Theory of Business Letter Writing-- 02
 Parts, Structure, Layout—Full Block
 Principles of Effective Letter Writing
 Principles of effective E - mail Writing
2. Personnel Correspondence – 06
 Statement of Purpose
 Letter of Recommendation
 Job Application Letter and Resume,
 Letter of Appointment, (To be only discussed in class)
 Letter of Acceptance of Job Offer
 Letter of Appreciation
 Letter of Resignation

Unit 3: Language and Writing Skills

1. Commercial Terms used in Business Communication (to be only discussed)
2. Paragraph Writing -- 02
 Developing an idea, using appropriate linking devices, etc
 Cohesion and Coherence, etc
3. Tutorials Activities-
 Speaking Skills
 Writing Skills
 Remedial Grammar
 Soft Skills – EQ, Conflict Management, Time Management.

(Students may be asked to make a Power Point Presentation on any topic of their choice in order to enhance LSRW – Listening / Speaking/ Reading / Writing)

Second Semester

Unit 1 : Group Communication

1. Interviews – 04
Group Discussion
Preparing for an Interview
Types of Interviews – Selection, Appraisal, Grievance, Exit, Online
2. Meetings- Need and Importance of Meetings, Types of Meetings, Conduct of meeting. 06
Group Dynamics
Role of the Chairperson, Role of the Participants
Drafting of Notice, Agenda and Resolutions
Types of Secretaries – Company Secretary/ Private Secretary
Functions of secretaries (only to be discussed and not to be assessed)
3. Committees & Conferences – 04
Importance & Types of Committees
Meaning and Importance of Conference
Organizing a Conference
Modern Methods: Skype & Webinar
4. Public Relations – 04
Meaning
Functions of PR Department
External and Internal Measures of PR
Crisis Management
Press Release

Unit 2: Business Correspondence

1. Trade Letters – 10
Letters of Inquiry
Letters of Complaints, Claims, Adjustments
Sales Letters, promotional leaflets and fliers
Consumer Grievance Redressed Letters
Letters under Right to Information (RTI) Act

Unit 3: Language and Writing Skills

1. Reports and Business Proposals 06
Parts, Types
Feasibility Reports, Investigative Reports
Drafting of Business Proposals

2. Summarization --

02

Identification of main and supporting/sub points
Presenting these in a cohesive manner

3. Tutorial Activities:

Group Discussion
Book Reviews
Mock Interviews

[Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature

Like – Malala Yousafzai ;,Richard Bach: Illusions, Radhakrishnan Pillai:Corporate Chanakya , Sun Tzu :The Art of War, Eliyahu M. Goldratt : The Goal , Eliyahu M. Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, Sudha Murthy: Wise and Otherwise , Arindam Choudhary: Count Your Chickens Before They Hatch , George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire, Ignited Minds]

[N.B.: The above list is only indicative and not prescriptive.]

**Paper Pattern for Examinations
F. Y. B. Com**

Semester I Examination		Marks 100
Question 01		20marks
A. Explain the terms in 02 – 03 sentences (05 out of 08) (From all units)		10 marks
B. Match the following		05 marks
C. Multiple Choice Questions		05marks
Question 02	Short Notes (04 out of 06) (Unit 01- Chap. 1, 2, 3)	20 marks
Question 03	Essay Type (02 out of 03) (Unit 01 – Chap. 4, 5, 6.)	20 marks
Question 04	Job Application Letter and Resume (05 + 05)	10 marks
Question 05	Personnel Letters (04 out of 05) Statement of Purpose Letter of Recommendation Letter of Acceptance of Job Offer Letter of Resignation Letter of Appreciation	20 marks
Question 06		10 marks
	A) Paragraph Writing (01 out of 02)	05 marks
	B) Situation based Case Study (from Unit 01 Chap. 03 Channels and Chap.05 Barriers)	05 marks

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Semester II Examination:		Marks 100
Question 01		15 marks
A) Explain the terms (in 02 – 03 sentences) [05 out of 08] (From all unit)		10 marks
B) Match the columns		05 marks
Question 02	Short Notes (04 out of 06) (Unit 01- Chap. 1& 2)	20 marks

Question 03	Essay Type (02 out of 03) (Unit 01 – Chap. 3&4.)	20 marks
Question 04	Letters (04 out of 05)	20 marks
	(i) Letter of Inquiry (ii) Complaint/Claims/Adjustment Letter (iii) Sales Letter (iv) Consumer Grievance Redressal Letter (v) RTI Letter	
Question 05	Drafting of Report or Business Proposal	10 marks
Question 06	Drafting of Notice, Agenda and 02 Resolutions	10 marks
Question 07	Summarization	05 marks

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Note:

Each Semester will be of 100 marks

Paper Pattern for ATKT Examination
marks

Marks 75

Syllabus in which the student had appeared.

[Examination Rules and Regulations Of Mumbai University apply.]

Suggested Reading:

1. Agarwal, Anju D(1989) A Practical Handbook for Consumers, IBH.
2. Alien, R.K.(1970) Organisational Management through Communication.
3. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
4. Aswalthapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
7. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
8. Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- 9.Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books
- 10.Businessworld Special Collector's Issue: Ethics and the Manager
11. Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
12. Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.

13. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
14. Bhargava and Bhargava (1971) Company Notices, Meetings and Regulations
15. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
16. Bovee Courtland, L and Thrill, John V (1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
17. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H., New Delhi.
18. Darrow, Richard, Forstall, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell Co., Chicago.
19. Dayal, Ishwar (1981) Managing Large Organizations: A Comparative Study.
20. Drucher, P.F. (1970) Technology, Management and Society, Pan Books London.
21. Drucher, P.F. (1974) Management Responsibilities Practices, Heinemann, London.
22. Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co. Calcutta.
23. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
24. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
25. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
26. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New Delhi.
27. Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill
28. Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
29. Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
30. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
31. Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books
32. Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books
33. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
34. Lesikar, Raymond V and Petit, John D. (1994) Business Communication: Theory and Application, Richard D. Irwin Inc. Illinois.
35. Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice, New Delhi.
36. M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
37. Martson, John E. (1963) The Nature of Public Relations, McGraw Hill, New Delhi.
38. Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice, New Delhi.
39. McQuail, Denis (1975), Communication, Longman.
40. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
41. Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company
42. Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. 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.
45. Parry, John (1968) The Psychology of Human Communication.
46. Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.

47. Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd
48. Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc.
- 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
- 50.Sadri Sorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited
- 51.Shekhar, R.C (1997) Ethical Choices in Business Response Books
52. Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
- 53.. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo.

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