

Nagindas Khandwala College
(Autonomous)
Department of English

FYB.Com.

Business Communication

SYLLABUS FOR ACADEMIC YEAR 2018 - 2019

Semester I

Unit 1: Theory of Communication

1. Concept of Communication
 - Meaning, Definition, Process, Need, Feedback
 - Emergence of Communication as a key concept in the Corporate and Global world
 - Impact of technological advancements on Communication
2. Channels & Objectives
3. Methods & Modes
 - Characteristics of Verbal Communication
 - Characteristics of Non - Verbal Communication
 - Business Etiquette
 - Telephone and SMS Communication
 - Computers and E – Communication
 - Video and Tele Conferencing
4. Barriers to Communication (including Listening)
 - Physical, Semantic, Socio – Cultural and Psychological Barriers and ways to overcome them

Unit 2: Business Correspondence

1. Theory of Business Letter Writing
 - Parts, Structure, Layouts
 - Principles of Effective Letter and Email Writing
2. Personnel Correspondence
 - Statement of Purpose
 - Job Application & Resume
 - Letter of Acceptance of Job Offer, Resignation, Appointment, Promotion and Termination, Recommendation

Unit 3: Language and Writing Skills

1. Commercial Terms
2. Paragraph Writing
 - Developing an idea, using appropriate linking devices, etc.
 - Cohesion and Coherence, Self – Editing, Interpretation of Technical Data, Composition, Short Informal Report

Nagindas Khandwala College
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Semester II

Unit 1: Group Communication

1. Group Discussion
 - Importance and Features
 - Qualities of a Leader in a Group Discussion

2. Meetings
 - Need and Importance, Conduct of Meetings and Group Dynamics
 - Role of the Chairperson and the Participants
 - Drafting of Notice, Agenda and Resolutions

3. Conference
 - Meaning and Importance
 - Organising a Conference

4. Public Relations
 - Meaning
 - Functions
 - External and Internal Measures of PR

Unit 2: Formal Interpersonal Communication

Interviews

- Preparing for an Interview
- Types of Interviews - Selection, Appraisal, Reprimand, Promotion, Grievance, Exit, Psychometric.

Unit 3: Business Correspondence

Trade Letters

- Inquiries, Replies and Orders
- Marine and Fire Insurance, Credit and Status Enquiry, Collection
- Complaints, Claims, Adjustments
- Leaflets and Fliers (In tutorials only; Not to be tested in External Examination)

Unit 4: Writing

Reports

- Parts
- Types: Feasibility and Investigative Reports

Unit 5: Editing

- Summarisation

Nagindas Khandwala College
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Question Paper Format for the 75 Marks Component
for Academic Year 2018 - 2019

Business Communication Semester I

- I. Objectives (15 marks)
- II. Short Notes – from Sections 1, 2 and 3 of Unit 1 – any 3 out of 5 (15 marks)
- III. Essay Type Questions – from Sections 3 and 4 of Unit 1 - any 1 of 2 (10 marks)
- IV. Letters
 - a. Appointments; Recommendations – any 1 out of 2 (08 marks)
 - b. Acceptance ; Resignations; Promotion; Termination - 2 out of 4 (12 marks)
- V. a. Rewrite the paragraph with appropriate changes/ Remedial Grammar (Spelling mistakes, grammar, colloquialisms, jargon, etc.) (10 marks)
- b. Rearrange the sentences into a single paragraph (05 marks)

Business Communication Semester II

- I. Objectives (15 marks)
- II. Short Notes from sections 1 and 2 of Unit 1 and entire Unit 2 – 3 of 5 (15 marks)
- III. Essay Type Questions from sections 3 and 4 of Unit 1 – 1 of 2 (10 marks)
- IV. Letters
 - a. Insurance; Credit, Status Enquiry and Replies – 1 of 2 (08 marks)
 - b. Inquiries and Replies; Orders and Replies; Collection; Complaints; Claims; Adjustments - 2 of 4 (12 marks)
- V. i) Report Writing – 1 of 2 (10 marks)
- ii) a. Notice and Agenda (05 marks)
- b. Minutes of the Meeting (05 marks)
- VI. Draft a summary of the given passage (05 marks)

Evaluation Methods for the 25 Marks Component

Business Communication Semester I

- I. Written Assignment (Job Application; Statement of Purpose) (10 marks)
- II. Role Playing; Speech (10 marks)
- III. Class Participation (05 marks)

Business Communication Semester II

- I. Written Assignment (Book Review) (10 marks)

Nagindas Khandwala College
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- II. Group Presentations/ Mock Interviews/ Group Discussions (10 marks)
III. Class Participation (05 marks)

**Recommended Reading List for Business Communication for the Academic
Year 2018 - 2019**

- *Agarwal, Anju D (1989) A Practical Handbook for Consumers, IBH.*
- *Alien, R.K. (1970) Organisational Management through Communication.*
- *Ashley, A (1992) A Handbook Of Commercial Correspondence, Oxford University Press.*
- *Aswalthapa, K (1991) Organisational Behaviour, Himalayan Publication, Mumbai.*
- *Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.*
- *Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.*
- *Bangh, L Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.*
- *Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.*
- *Basu, C.R. (1998) Business Organisation and Management, T.M.H. New Delhi.*
- *Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.*
- *Bhargava and Bhargava (1971) Company Notices, Meetings and Regulations*
- *Black, Sam (1972) Practical Public Relations, E.L.B.S. London.*
- *Bovee Courtland, L and Thrill, John V (1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.*
- *Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell Co., Chicago.*
- *Drucher, P.F. (1974) Management Responsibilities Practices, Heinemann, London. 22.*
- *Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co. Calcutta.*
- *Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.*
- *Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.*
- *Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.*
- *French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New Delhi.*
- *Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.*
- *Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.*
- *Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.*
- *Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.*
- *Lesikar, Raymond V and Petit, John D. (1994) Business Communication: Theory and Application, Richard D. Irwin Inc. Illinois.*

Reference Books

Nagindas Khandwala College
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- Ludlow, Ron. (1995) *The Essence of Effective Communication*, Prentice , New Delhi.
- M. Ashraf, Rizvi (2006) *Effective Technical Communication* Tata McGraw Hill
- Martson, John E. 1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
- McQuail, Denis (1975), *Communication*, Longman.
- Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York.
- 41. Mishra Rajiv K (2006) *Code of Conduct for Managers* Rupa Company
- Monippalli, M.M. (1997), *The Craft of Business Letter Writing*, T.M.H. New Delhi.
- Montagu, A and Matson , Floyd (1979) *The Human Connection*, McGraw Hill, New York.
- Murphy, Herta and Hilde Brandt, Herbert W (1984) *Effective Business Communication*, McGraw Hill, New York.
- Parry, John (1968) *The Psychology of Human Communication*.
- Parson, C.J. and Hughes (1970) *Written Communication for Business Students*, Great Britain.
- Phillip, Louis V. (1975) *Organisational Communication- The Effective Management*, Columbus Grid Inc.
- Ross, Robert D. (1977) *The Management of Public Relations*, John Wiley and Sons, U.S.A.
- Stephenson, James (1988) *Principles and Practice of Commercial Correspondence*, Pilman and Sons Ltd. London.
- Shurter, Robert L. (1971) *Written Communication in Business*, McGraw Hill, Tokyo
- *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.: These are only indicative and not prescriptive.]*
