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UNIVERSITY OF MUMBAI



**Revised Syllabus for the F.Y.B.Com
Programme : B.Com
Course : Business Communication
Semester I & II**

(As per Credit Based Semester and Grading System with effect
from the academic year 2012–2013)

University of Mumbai
Revised Syllabus for F Y B Com
Program: B.Com.

Course: Business Communication

(Credit Based Semester and Grading System with effect from the academic year
2012-13)

1. Syllabus as per Credit Based Semester and Grading System:

- i) Name of the Programme : F.Y. B.Com
- ii) Course Code :
- iii) Course Title : Business Communication
Papers I & II

- iv) Semester wise Course Contents : Enclosed the copy of syllabus
- v) References and Additional References: Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 04
- vii) No. of lectures per Unit : --
- 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

Revised Syllabus for Business Communication: F.Y. B. Com

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 a clear, concise, persuasive and audience centered manner

5. To develop ability to communicate effectively with the help of electronic media

Semester I – Business Communication Paper I

Course Code-

4 Credits

Unit 1: Theory of Communication

- | | |
|--|----------|
| 1. Concept of Communication – | 3 |
| 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 and Objectives of Communication – | 2 |
| Channels--
Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine | |
| Objectives of Communication -- | 2 |
| Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees
(A brief introduction to these objectives to be given) | |
| 3. Methods and Modes of Communication – | 3 |
| Methods: Verbal and Nonverbal
Characteristics of Verbal Communication
Characteristics of Non-verbal Communication
Business Etiquette | |
| Modes: Telephone and SMS Communication | 3 |
| (General introduction to Telegram to be given)
Facsimile Communication [Fax]
Computers and E- communication
Video and Satellite Conferencing | |
| 4. Problems in Communication /Barriers to Communication -- | 3 |
| Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers
Ways to Overcome these Barriers | |
| 5. Listening – | 2 |
| Importance of Listening Skills
Cultivating good Listening Skills | |

6. Introduction to Business Ethics

2

- ❖ Concept and Interpretation
- ❖ Importance of Business Ethics
- ❖ Personal Integrity at the workplace
- ❖ Business Ethics and media
- ❖ Computer Ethics
- ❖ Corporate Social Responsibility

Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:

- Surrogate Advertising
- Patents and Intellectual Property Rights
- Dumping of Medical/E-waste
- Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace
- Piracy
- Insurance
- Child Labour

Unit 2: Business Correspondence

1. Theory of Business Letter Writing -- 2

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block
Principles of Effective Letter Writing
Principles of effective Email Writing

2. Personnel Correspondence – 10

Statement of Purpose
Job Application Letter and Resume
Letter of Acceptance of Job Offer, Letter of Resignation
[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

Unit 3: Language and Writing Skills

1. Commercial Terms used in Business Communication

2. Paragraph Writing -- 8

Developing an idea, using appropriate linking devices, etc
Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]

Activities

1. Listening Comprehension
2. Remedial Teaching
3. Speaking Skills: Presenting a News Item, Dialogue and Speeches
4. Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.
5. Reading Comprehension: Analysis of texts from the fields of Commerce and Management

Second Term

Unit 1: Presentation Skills

- 1. Presentations –** (to be tested in tutorials only) 4
Principles of Effective Presentation
Effective use of OHP
Effective use of Transparencies
How to make a Power-Point Presentation

Unit 2: Group Communication

- 1. Interviews –** 5
Group Discussion
Preparing for an Interview
Types of Interviews – Selection, Appraisal, Grievance, Exit
- 2. Meetings --** 4
Need and Importance of Meetings, Conduct of Meeting and Group Dynamics
Role of the Chairperson, Role of the Participants
Drafting of Notice, Agenda and Resolutions
- 3. Conference –** 3
Meaning and Importance of Conference
Organizing a Conference
Modern Methods: Video and Tele – Conferencing
- 4. Public Relations –** 3
Meaning
Functions of PR Department
External and Internal Measures of PR

Unit 3: Business Correspondence

- 1. Trade Letters –** 10
Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)

Only following to be taught in detail:-

Letters of Inquiry
Letters of Complaints, Claims, Adjustments
Sales Letters, promotional leaflets and fliers
Consumer Grievance Letters
Letters under Right to Information (RTI) Act

[Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]

Unit 4: Language and Writing Skills

- 1. Reports –** 4
Parts, Types
Feasibility Reports, Investigative Reports
- 2. Summarisation --** 4
Identification of main and supporting/sub points
Presenting these in a cohesive manner

Tutorial Activities:

1. Presentations
2. Group Discussion
3. Mock Interviews
4. Mock Meetings / Conferences
5. Book Reviews/Summarization
6. Reading Comprehension: Analysis of texts from the field of Literature

[Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature
Like – 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,
Chetan Bhagat One Night At A Call Center, Chetan Bhagat My Three Mistakes , Arindam Choudhary:
Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George
Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire]

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

Paper Pattern for Examinations F. Y. B. Com

Semester I Examination		Marks 60
Question 1	Short Notes (based on Chs. 1,2 and 3 from Unit 1) [3 out of 5]	15
Question 2	Essay Type / Detailed Answer Q (based on Chs. 4,5 and 6 from Unit 1) [2 out of 3]	15
Question 3	A) Job Application Letter and Resume B) Personnel Letters (2 out of 3) (Statement of Purpose Letter of Acceptance of Job Offer Letter of Resignation)	8 7
Question 4	A) Writing a paragraph (on 1 out of 2 topics) B) Editing a given paragraph (for better organization) C) Remedial Grammar	5 5 5
Semester II Examination:		Marks 60
Question 1	Short Notes (based on Chs. 1 & 2 from Unit 2) [3 out of 5]	15
Question 2	Essay Type (based on Chs. 3 & 4 from Unit 2) [2 out of 3]	15
Question 3	Letters [3 out of 5] (i) Letter of Inquiry (ii) Complaint/Claims/Adjustment Letter (iii) Sales Letter (iv) Consumer Grievance Letter	15

(v) RTI Letter

Question 4	(A) Drafting of Reports	[1 out of 2]	7
	(B) Drafting of Notice, Agenda and 2 Resolutions		4
	(C) Summarisation		4

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.
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18. Darrow, Richard, Forrstal, 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.
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- 22.Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
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24. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
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26. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.
- 27 Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill
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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.
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- 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
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