

UNIVERSITY OF MUMBAI

No. UG/155 of 2011

CIRCULAR:-

A reference is invited to the Ordinances, Regulations and syllabi relating to the B.A. degree course vide this office Circular No. UG/69 of 2011, dated 18th April, 2011 and the Principals of the affiliated Colleges in Arts are hereby informed that the recommendation made by the Board of Studies in English at its meeting held on 7th April, 2011 and also by the Faculty of Arts at its meeting held on 13th May, 2011 has been accepted by the Academic Council at its meeting held on 25th May, 2011 vide item No. 4.21 and that in accordance therewith, the revised syllabus and scheme examination as per the Credit Based Semester and Grading System for Second Year of B.A. programme in Business Communication (Paper I & II) is as per Appendix and that the same has been brought into force with effect from the academic year 2012-2013.

MUMBAI – 400 032
20th June, 2011

(Prin. (Dr.) M.S.Kurhade)
I/c. Registrar

Enclosure to Item No. 4.21

A.C. 25/05/2011

UNIVERSITY OF MUMBAI



Syllabus for the S.Y.B.A.

Program :B.A.

Course : Business Communication

(Paper I & II)

(Credit Based Semester and Grading System with effect
from Academic Year 2012-13)

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

- i. Name of the Programme -B.A.
 - ii. Course Code - *****
 - iii. Course Title - Business Communication
(Paper I & II)
 - iv. Semesterwise Course Contents - As per Syllabus
 - v. References and additional references - Submitted already
 - vi. Credit structure - Credit Points 4
 - vii. No. of lectures per Unit - *****
 - viii. No. of lectures per week / semester - 04 (per week)
2. Scheme of Examination - As per University Norms
 3. Special notes, if any - As per University Norms
 4. Eligibility, if any - As per University Norms
 5. Free Structure - As per University Norms
 6. Special Ordinances / Resolutions, if any - *****

Syllabus for Business Communication (Paper I and II): 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 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 (4Credits)

Unit 1: Theory of Communication

Lectures :45

- | | |
|--|----------|
| i. 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 | |
| ii. Channels and Objectives of Communication – | 3 |
| Channels--
Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine | |
| Objectives of Communication -- | 3 |
| Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees
(A brief introduction to these objectives to be given) | |
| iii. Methods and Modes of Communication – | 3 |
| Verbal and Nonverbal
Characteristics of Verbal Communication
Characteristics of Non-verbal Communication | |
| Landline, Wireless and Cellular Phones | 3 |
| Facsimile Communication [Fax]
Computers and E- communication
Video and Satellite Conferencing | |
| iv. Problems in Communication /Barriers to Communication -- | 3 |
| Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers
Ways to Overcome these Barriers | |

v. Listening –	2
Importance of Listening Skills	
Cultivating good Listening Skills	
Unit 2: Business Correspondence	
i. Theory of Business Letter Writing --	2
Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block	
Principles of Effective Letter Writing	
ii. 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

i. Commercial Terms used in Business Communication	
ii. 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.	

Semester – II , Business Communication Paper- II (4 Credits)

Lectures:45

Unit 1: Presentation Skills

i. Presentations –	4
Principles of Effective Presentation	
Effective use of OHP	
Effective use of Transparencies	
How to make a Power-Point Presentation	

Unit 2: Group Communication

i. Interviews –	5
Group Discussion	
Preparing for an Interview	
Types of Interviews – Selection, Appraisal, Grievance, Exit	
ii. Meetings --	4
Need and Importance of Meetings, Conduct of Meeting	
Role of the Chairperson, Role of the Participants	
Drafting of Notice, Agenda and Resolutions	
iii. Conference –	3
Meaning and Importance of Conference	
Organizing a Conference	
Modern Methods: Video and Tele – Conferencing	

iv. Public Relations –	3
Meaning	
Functions of PR Department	
External and Internal Measures of PR	

Unit 3: Business Correspondence

i. Trade Letters –	10
Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Adjustments, Collection (just a brief introduction to be given)	
Only following to be taught in detail:-	
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

i. Reports –	4
Parts, Types	
Feasibility Reports, Investigative Reports	
ii. Summarisation --	4
Identification of main and supporting/sub points	
Presenting these in a cohesive manner	
Paper Pattern for Semester End Examinations	

S.Y.B.A (2012-13 onwards)

Semester I Examination		Marks: 60
Question 1	A) Objective /Short Answer Questions on all the units	06
	B) Short notes (except unit -3) [3 out of 5]	09
Question 2	Essay Type / Detailed Answer Q. (unit -1) [2 out of 3]	15
Question 3	A) Job Application Letter and Resume	07
	B) Personnel Letters (2 out of 3)	08
	(Statement of Purpose	
	Letter of Acceptance of Job Offer	
	Letter of Resignation)	
Question 4	A) Writing a paragraph (on 1 out of 2 topics)	05
	B) Editing given paragraph (for better organization)	05
	C) Remedial Grammar	05

Semester II Examination:**Marks: 60**

Question 1	A) Objective /Short Answer Questions on all the units B) Short notes (unit - 1 & 2)	[3 out of 5]	06 09
Question 2	Essay Type (unit-2)	[2 out of 3]	15
Question 3	Letters a) Complaint/Claim/Adjustment letter b) Sales letter c) Consumer Grievance Letter d) RTI letter	[3 out of 4]	15
Question 4	A) Drafting of Reports B)Drafting of Notice, Agenda and 2 Resolutions C) summarization	[1 out of 2]	07 04 04

Internal Assessment – 40%**40 Marks**

Sr.No.	Particulars	Marks
1	Two periodical class tests to be conducted in the given semester	20 Marks
2	One assignment based on curriculum to be assessed by the teacher concerned	10 Marks
3	Active participation in routine class instructional deliveries	05 Marks
4	Overall conduct as a responsible student, mannerism and articulation and exhibit of leadership qualities in organizing related academic actives	05 Marks

Suggested activities / topics for internal assessment for 30 marks in each semester

Semester – I	Semester- II
1. Listening Comprehension 2. Reading Comprehension: Analysis of texts from the fields of Commerce and Management 3. Speaking Skills: Presenting a News Item, Dialogue and Speeches 4. Paragraph Writing: Preparation of the first draft, Revision and Self – Editing 5. Barriers to communication- mini research 6.Data transfer from one form to another	1. Presentations 2. Group Discussion 3. Mock Interviews 4. Mock Meetings / Conferences 5. Participation in real conferences 6. Book Reviews 7. Writing reports of college activities 8. Writing Representations 9. Quiz 10. Speeches

Suggested Reading:

1. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
2. Aswalthapa, K (1991) Organisational Behaviour, Himalayan Publication, Mumbai.
3. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
4. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
5. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon, New Delhi.
6. Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- 7 Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
8. Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
9. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
10. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
11. Bovee Courtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
12. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
13. Darrow, Richard, Forstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell Co., Chicago.
14. Drucher,P.F.(1970) Technology, Management and Society, Pan Books London.
15. Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
16. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
17. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
18. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.
19. Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
20. Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
21. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
23. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
23. Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Illinois.
24. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.
25. Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
26. Majumdar,P.K.(1992) Commentary on the Consumer Protection Act, Prentice, New Delhi.
27. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
28. Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.
29. Montagu,A and Matson , Floyd(1979) The Human Connection, McGraw Hill,New York.
30. Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
31. Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
32. Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc.
33. Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice,

Oxford University Press, New Delhi.

33. Ross, Robert D. (1977) *The Management of Public Relations*, John Wiley and Sons, U.S.A.

34. Stephenson, James (1988) *Principles and Practice of Commercial Correspondence*, Pilman and Sons Ltd. London.