



**Vivekanand Education Society's
College of Arts, Science and Commerce
(Autonomous)**

Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.

***Accredited by NAAC "A Grade" in 3rd Cycle - 2017
Best College Award – Urban Area, University of Mumbai (2012-13)
Recipient of FIST Grant (DST) and STAR College Grant (DBT)***

**Affiliated to the
University of Mumbai**

Syllabus for

Program: B.COM. (Business Communication)

(Program code: VESUCBEC104)

**As per Choice Based Semester and Grading System (CBSGS)
With effect from Academic Year 2022 - 2023**

Program Outcomes (PO):

A learner completing B.Com. Will be able to:

- PO1 To acquaint the learner with rapidly changing communication technology
- PO2 To help the learner understand the significance of the potency of effective communication in professional world
- PO3 Enhance effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.
- PO4 To demonstrate essential use of communication technology.
- PO5 Inculcate productive use of language skills to write in clear, concise, persuasive and audience centered manner.
- PO6 To guide learners in the effective use of the digital medium of communication

Program Specific Outcomes (PSO's)

On completion of B.COM (Business Communication) program, learners will be enriched with knowledge and be able to:

- PSO1 The learners will learn to understand and interpret research readings from different perspectives.
- PSO2 The Learners will be able to implicitly listen, read and understand the oral and written skills to meet the challenges of the world.
- PSO3 Develop an ability to communicate effectively with the help of Electronic media.
- PSO4 Develop awareness of the complexity of the communication process.
- PSO5 Enhances effective listening skills and enables them to comprehend instructions and becomes a critical listener.

**F.Y.BCOM Business Communication
(SEMESTER I)**

Course Code	Title	Lectures	Credits	Lectures per Week
VESUCBEC104	Unit I : Theory of Communication	20	03	04
	Unit II: Business Correspondence	20		
	Unit III: Language and Writing Skills	05		
	Total	45		
TUTORIALS		15		
	<ul style="list-style-type: none"> • Soft Skills – Time Management, Team Building, Emotional Quotient (To be conducted as workshops. Learners can be evaluated based on participation in the activities.) • Case Studies based on Unit 1. Chapter 2, 3, 4 and 5 could be used for group discussions followed by note making and summarization based on the discussions. • Presentations by students either in group or individually based on the topics given by the faculty 			

F.Y.BCOM Business Communication

(SEMESTER II)

Course Code	Title	Lectures	Credits	Lectures per Week
VESUCBEC204	Unit I : Presentation skills	05	03	04
	Unit II: Group Communication	20		
	Unit II: Business Correspondence	10		
	Unit III: Language and Writing Skills	10		
	Total	45		
TUTORIALS		15		
		<ul style="list-style-type: none">• Mock Meetings; Group Discussions; Mock Interviews; Mock Conference using Role Play• Case Study based on Crisis Management, Drafting of Proposal• Presentations by students either in group or individually based on the project they have completed as a part of the internal assessment		

Detailed Syllabus: Unit wise / Module wise with number of lectures
Ability Enhancement Compulsory Courses (AECC)

SEMESTER I

Course title: Business Communication

Course code: VESUCBEC104

Sr. No	Modules	No. of Lectures
1	Theory of Communication	20
2	Business Correspondence	20
3	Language Writing Skills	05
Total		45

Objective: To help the learner understand the significance of the potency of effective communication in the professional world.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

LO1 Develop an awareness about the complexity of communication in a dynamic business environment.

- LO2 Meet the challenges of the professional world and achieve success in their professional goals and contribute to the growth of the organization they are employed with.
- LO3 Develop effective oral, writing and listening skills among learners.
- LO4 Sensitize with the business ethics that organizations must comply with within the business world.
- LO5 Demonstrate quantitative problem-solving skills in all the topics covered.
- LO6 Interpret texts with an awareness of and curiosity for various viewpoints.

Unit no.	Details of topics	No of lectures
1	Theory of Communication	20 Lectures
	<p>1. Concept of Communication: 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</p> <p>2. Impact of Technology Enabled Communication(e-commerce): Types – Internet, Blogs, Moodle, Social Media (Facebook, Twitter and WhatsApp); Advantages and Disadvantages</p> <p>3. Communication at Workplace: Channels – Formal and Informal: Vertical, Horizontal, Diagonal, Grapevine; Methods: Verbal and Non-Verbal (including Visual), Business Etiquettes.</p> <p>4. Business Ethics: Ethics at Workplace; Importance of Business Ethics; Personal Integrity at the Workplace; Business Ethics and Media; Computer Ethics; Corporate Social Responsibility</p> <p>5. Problems in Communication/ Barriers to Communication: Physical or Environmental, Semantic or Language, Socio-Cultural and Psychological Barriers; Ways to Overcome these Barriers</p> <p>6. Listening: Importance of Listening Skills; Obstacles to Listening; Cultivating Effective Listening Skills</p>	
2	Business Correspondence	20 Lectures
	<p><i>1.Theory of Business Letter Writing:</i> <i>Parts, Structure, Layouts, Full Block, Modified Block, Semi Block</i></p> <p>1. Theory of Business Email Writing & its types: Principles of Effective Email Writing Etiquettes:</p> <p>a. Inquiry b. Invitation c. Thank You d. Sponsorship</p> <p>2. Personal Correspondence: 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</p>	

3	Language and Writing Skills	05 Lectures
	1. Commercial Terms used in Business Communication 2. Paragraph Writing -- 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.]	

Modality of assessment

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 25% marks in the first part & by conducting the Semester End Examinations with 75% marks in the second part. Practical Examination will consist of End Semester examination.

Students will have to score 40% of marks in internal assessment as well as End Sem examination to pass the course.

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

Internal Assessment: It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

Semester End Assessment: It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ written/ Practical examination.

A. Theory - Internal assessment 25% 25 marks

Sr No	Evaluation type	Marks
1.	Project based learning activities (Group Research/ Case studies/ Reports), Presentation based on the same.	10 05
2.	Assignment based on the topics covered in all units.	05
3	Attendance, Active participation in routine class activity Overall conduct as a responsible student, with respect to good behavior, leadership qualities, interpersonal skills etc.	05

B. Theory - External examination - 75% 75 marks

Semester End Theory Assessment

Duration - Each paper shall be of 2.5 hours duration.

1. Theory question paper pattern :-
 - a. There shall be three compulsory questions, one based on each unit
 - b. Each question shall carry 25 marks

- c. Each question in three units shall be subdivided into three sub questions a, b and c with internal choice in each
- Sub-question 'a' shall consist of 3 questions of 5 marks each
 - Sub-question 'b' shall consist of 3 questions of 5 marks each
 - Sub-question 'c' shall consist of 1 question of 10 marks

Question no.	Details	Marks
Q1.	Based on Unit 1	25
	a) Explain the following terms (Any 3 of 4) or b) Attempt the following (Any 3 of 4) c) Attempt the following: Objectives	15 10
Q2.	Based on Unit 1 & Unit 2	25
	a. Write Short notes on: (Any 3 of 4) or b. Attempt the following (Any 3 of 4) c. Draft a letter (Any two of four)	15 10
Q3.	Based on Unit 3	25
	a) Attempt the following or b) Writing skills: Case study c) Attempt the following	15 10

Detailed Syllabus: Unit wise / Module wise with number of lectures
Ability Enhancement Compulsory Courses (AECC)

Course title: Business Communication

Course code: VESUCBEC204

Sr. No	Modules	No. of Lectures
1	Presentation Skills	05
2	Group Communication	20
3	Business Correspondence	10
4	Language Writing Skills	10
Total		45

Objective: To help the learner understand the significance of effective communication and to acquaint with rapidly changing communication technology.

Learning Outcomes (LO):

On successful completion of this course students will be able to:

LO1 Emphasize participation in management and build morale and cordial relations

- with industry with the help of effective communication.
- LO2 Achieve professional goals and contribute to the growth of the organization they are employed with.
- LO3 Develop effective leadership and obtain an appropriate system of communication.
- LO4 Sensitize with the business ethics that organizations must comply with within the business world
- LO5 Demonstrate quantitative problem-solving skills in all the topics covered.
- LO6 Develop leadership communication and play a significant role in managing tasks

Unit no.	Details of topics	No of lectures
1	Presentation Skills	05 Lectures
	<p><i>1. Presentations –</i> <i>Principles of Effective Presentation</i> <i>Effective use of OHP</i> <i>Effective use of Transparencies</i> <i>How to make a Power-Point Presentation</i></p> <p>Principles of Effective presentation skills:</p> <ul style="list-style-type: none"> • Use of Graphics and Animation • How to meet and greet • Use of Smart Boards • Virtual Presentation Skills 	
2	Group Communication	20 Lectures
	<p>1. Interviews – Group Discussion Preparing for an Interview Types of Interviews – Selection, Appraisal, Grievance, Exit</p> <p>2. Meetings -- Need and Importance of Meetings / Group Dynamics Role of the Chairperson, Role of the Participants Meaning and Importance of Conference Drafting of Notice, Agenda, and Resolutions</p> <p>3.Public Relation - Meaning; Functions of PR Department; External and Internal Measures of PR; Crisis Management; Press Release</p> <p><i>4. Committees and Conferences</i></p> <p>4. Mechanics of Writing – Transcribing Numbers Abbreviating Technical and Non-Technical Terms Hyphenation</p>	

3	Business Correspondence	10 Lectures
	<p>1. Trade Letters: Letters of Inquiry; Letters of Complaints, Claims, Adjustments; Consumer Grievance Redressal Letter; Letter under Right to Information (RTI) Act</p> <p>2. Application Letters: Letter for changing of name/ Letter on Bonafide & Leaving Certificate/ Letter on Concession and its types.</p>	
4.	Language and Writing Skills	10 Lectures
	<p>1. Reports – Marketing & Feasibility Reports/ Investigative Reports and Project & Event Introduction Report</p> <p>2. Summarization -- Writing Abstracts and Summaries Identification of main and supporting/sub-point Presenting these in a cohesive manner</p>	

References:

1. Communication in Business by Peter Little, Longman Group Limited, England
2. Business Correspondence and Report Writing: A Practical Approach to Business and Technical Communication by R C Sharma and Krishna Mohan, Tata McGraw-Hill Publishing Company Limited, New Delhi
3. Technical Communication: Principal and Practice by Meenakshi Raman and Sangeeta Sharma, OXFORD University Press, New Delhi
4. Model Business Letters, E-mails and Other Business Documents by Shirley Taylor, PERASON Education, Delhi
5. The Basics of Communication by Steve Duck and David T. McMahan, SAGE Publication India Pvt Ltd, New Delhi
6. Shurter, Robert L. (1971) *Written Communication in Business*, McGraw Hill, Tokyo
Communication skills. Vipul Prakashan. (n.d.). Retrieved January 22, 2022. 55. Datta, U. R. M. I. (2017, December 30). *E-commerce and Business Communication*. Oxford. Retrieved January 22, 2022

Modality of assessment

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A. Theory - Internal assessment 25%

25 marks

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2.	Assignment based on the topics covered in all units.	05
3	Attendance, Active participation in routine class activity Overall conduct as a responsible student, with respect to good behavior, leadership qualities, interpersonal skills etc.	05

B. Theory - External examination - 75%

75 marks

Semester End Theory Assessment

Duration - Each paper shall be of 2.5 hours duration.

c. Theory question paper pattern:

- a. There shall be three compulsory questions, one based on each unit
- b. Each question shall carry 25 marks
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 - i. Sub-question 'a' shall consist of 3 questions of 5 marks each
 - ii. Sub-question 'b' shall consist of 3 questions of 5 marks each
 - iii. Sub-question 'c' shall consist of 1 question of 10 marks.

Question no.	Details	Marks
Q1.	Unit 1	25
	a) Explain the following terms (Any 3 of 4) or b) Answer the following questions (Any 3 of 4) c) Attempt the following: Objectives	15 10
Q2.	Units 2 & 3	25
	a) Write short notes on: (Any 1 of 2)	

	or b) Long Question (Any 1 of 2) c) Draft a letter (Any 3 of 4)	10 15
Q3.	Unit 4	25
	a) Attempt the following or b) Report Writing and its types c) Writing Abstracts and Summaries	15 10

Overall Examination and Marks Distribution Pattern

SEMESTER I

Course	VESUCBEC104	Grand Total
Theory	75	100
Practical	25	

SEMESTER II

Course	VESUCBEC204	Grand Total
Theory	75	100
Practical	25	

Since 1962