

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.

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