



HSNC University Mumbai

(2020-2021)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce & Management

For the Course

Business Communication

Curriculum – First Year Undergraduate Programmes

Semester –I & II

2020-2021



HSNC University, Mumbai

Board of Studies, English

- Dr. Pratima Das (Chairperson)-Vice Principal, Smt. CHM College, Ulhasnagar
- Dr. Geeta Sahu (Co-Chairperson) Assistant Professor, H. R. College, Mumbai

Members:

- Dr. Shalini R Sinha, Vice-Principal, K. C. College, Mumbai
- Dr. Jalaja G. Nair, Assistant. Professor, H.R. College, Churchgate
- Dr. Anjali Verma, Assistant. Professor, M. M. K. College, Bandra
- Dr. Kailas Aute, Associate. Professor, Smt. CHM College, Ulhasnagar
- Ms. Sana D. Karale, Assistant Professor. Smt. CHM College, Ulhasnagar
- Ms. Trisha Dutta, Assistant. Professor. H. R. College, Churchgate

Academician and Industry Experts:

- Professor. Thirupathi Kumar, Professor, EFL University, Hyderabad
- Mr. Ketan Bhagat, Author
- Dr. Dinesh Kumar, Dean of Research, V. G. Vaze College, Mulund
- Mr. Yogesh Bari, Industry Expert, Vice President-Learning and Development (Global), First Source Limited

Top Rankers:

- Ms. Kangana Pandaya, Student Representative, Pursuing full time MBA Programme at IIT Ahmedabad
- Ms. Soumya Ambasht, Student Representative,
- Ms. Preksha Raichandani, Student Representative, Business Finance Manager, Purplle.com

Section D

Business Communication

Part 1- Preamble

Communication has gained significant importance in all the fields of life. Spoken as well as written communications are considered to be effective life skills which have enormous powers when they are used accurately. In today's world, mastering the skills of Business Communication is considered as the key to success. Since effective communication skills act as an aid for understanding and delivering knowledge in any subject, it is therefore mandatory to introduce a course in Business Communication to the First Year Bachelors of Commerce students. The syllabus offers a combination of theories as well as practical aspects of the subject. It has been carefully designed to ensure that the various components of listening, speaking, writing & presentation skills have been dealt upon. The course will enable students to learn the essential communication skills and will prepare them to be job ready. The course equips the learners with the necessary know-how of official correspondences, new methods of interface and dynamics of group communication.

Semester I

1. Course Objectives:

- To develop awareness of the nuances of the communication processes
- To develop effective listening skills in order to enhance their critical listening competency
- To develop effective writing skills in order to enable students to write with precision, correctness, exactness, efficiency and accuracy
- To develop effective oral skills in order to enable students to speak clearly, confidently and to gain the attention of an audience
- To effectively make use of the various communication technologies in this digital era

2. Process adopted for Curriculum Designing:

A team was constituted with four internal members, four external teachers from the Department of English, three experts from the industry and two student representatives to frame the syllabus. The syllabus was initially drafted and sent to the Board of Studies of the Department of English. A draft copy of the syllabus was then sent to academicians, experts from industry and research scholars through emails and their inputs were gathered through meetings. These valuable inputs were deliberated and incorporated into the final syllabus.

Multiple meetings were held for deliberations and discussions of the syllabus. After discussion with them, personally, via mail, via messages, the changes in the syllabus were introduced. This consisted of theory and practical components. The topics for self-learning, internal assessments, project work, class tests and tutorial activities were discussed.

3. Salient Features, how it has been made more relevant:

The curriculum focuses on the theoretical as well as practical aspects of Communication in general and Business Communication in particular. The curriculum aims to pay special attention towards oral as well as written communication skills which are essential in today's business world. A combination of lectures and personalized attention during tutorials would contribute towards making students confident orators, having a wide vocabulary and excellent writing skills.

The Business Communication course comprises of two semesters- Semester I & Semester II in the First Year of the Bachelors of Commerce Course. Each semester has 3 units per semester. Keeping in tune with UGC norms, three lectures and one tutorial per division has been assigned for the course. A total number of 3 credits have been assigned for this paper. The internal assessment carries 40 marks while the external examination comprises of 60 marks. Therefore, the Internal (formative assessment) and external (summative assessment) examination is in the ratio of 40:60.

The current course is designed to enhance the theoretical knowledge and practical skills that the subject offers. While designing of the syllabus care has been taken to balance the theory

of communication and the practical spoken and written aspects of the subject. The course would contribute towards the students to become better communicators.

4. Learning Outcomes

- After successful completion of the course the students should be able to enhance their listening, speaking, reading and writing skills in order to meet the challenges of the business world
- A basic introduction to the theory of communication would enable the students to apply theoretical knowledge to practical aspects of communication
- The students would successfully learn to identify and overcome barriers to communication
- An adequate knowledge and practice of essential business letter writing skills would enable students to express themselves in an intelligible and comprehensive manner
- The knowledge and skills to draft a comprehensive job application letter and an impressive resume would prepare students to be job ready

5. Input from stakeholders :

The experts from the industry & academia suggested topics which could be deleted, added or modified in the proposed syllabus. According to these suggestions, the topics for the syllabus, tutorial activities, self-learning & internal assessments were finalized. Keeping in mind the demands from the industry, an attempt has been made to prepare a syllabus which will be relevant for the present job market.

Part 2 - The Scheme of Teaching and Examination

Semester – I

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1.	Ability Enhancement Courses	UC-FCO-104	Business Communication

First year Semester -I Internal and External Assessment Details

Sr. No.	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)						Credit	Evaluation Scheme				Total Marks
			Unit	S L	L	T	P	SL E		CT	TA	SEE		
1.	UC-FCO-104	Business Communication	3	20 %*	3	1	0	3	10	20	10	60	100	

***One to two lectures to be taken for CONTINUOUS self -learning evaluation**

First Year Semester I- Units – Topics – Teaching Hours

S.N	Subject Code	Subject Unit Title		Lectures	Total No. of Lectures	Credit	Total Marks
1.	UC-FCO-104	I	Theory of Communication	15	45	3	100 (60+40)
		II	Business Correspondence	15			
		III	Language & Writing Skills	15			

Note: One tutorial per batch per week in addition to number of lectures stated above (Batch size as per the University norms)

Periods: 45 lectures + 15 Tutorials (3 lectures + 1 tutorial per week) per semester

- **Lecture Duration – 45 Minutes = 0.75 Hours. (45 Lectures equivalent to 33.75 hours)**
- **One Credit =16.87 hours equivalent to 17 Hours**

Part 3: Detailed Scheme

I Year Semester – I Units – Topics – Teaching Lectures

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture of the respective UNIT.

Business Communication (Total Lectures: 45)

Unit-1: Theory of Communication [15 Lectures]

- 1.1 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
- 1.2 Digitalized Communication: Types – Internet, Blogs, E – Mail, Moodle, Social Media (Facebook, Twitter & WhatsApp), Web conferencing tools - Advantages & Disadvantages
- 1.3 Communication at Workplace: Channels - Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine, Methods – Verbal / Non Verbal (including Visual), Business Etiquettes
- 1.4 Business Ethics: Ethics at workplace - Importance of Business Ethics, Personal Integrity at the workplace Business Ethics and media Computer Ethics Corporate Social Responsibility
- 1.5 Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers, Ways to overcome these Barriers
- 1.6 Listening Skills: Importance of Listening Skills, Obstacles to Listening, recommendations for cultivating good Listening Skills

Unit-2: Business Correspondence [15 Lectures]

- 2.1 Theory of Business Letter Writing: Parts, Structure, Layouts-Full Block, Principles of Effective Letter Writing, Principles of effective E - mail Writing
- 2.2 Personnel Correspondence: Statement of Purpose, Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (to be discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation

Unit-3: Language & Writing Skills [15 Lectures]

- 3.1 Commercial Terms used in Business Communication (to be only discussed)
- 3.2 Paragraph Writing: Developing an idea, using appropriate linking devices, Cohesion and Coherence etc
- 3.3 Tutorials Activities: Speaking Skills, Writing Skills, Remedial Grammar, Soft Skills – Emotional Quotient, Conflict Management, Time Management, Presentation Skills (Students can be asked to make a Power Point Presentation on any topic of their choice in order to enhance Listening / Speaking/ Reading / Writing)

Self-Learning topics (Unit wise):

Sub- unit	Topic
1.2	Digitalized Communication: Types – Internet, Blogs, E – Mail, Moodle, Social Media (Facebook, Twitter & WhatsApp), Web conferencing tools Advantages & Disadvantages
1.4	Business Ethics: Ethics at workplace - Importance of Business Ethics, Personal Integrity at the workplace Business Ethics and media Computer Ethics Corporate Social Responsibility
3.4	Paragraph Writing: Developing an idea, using appropriate linking devices, Cohesion and Coherence etc

Online Resources:

https://nptel.ac.in/courses/110/105/110105052/ (Unit 1:1.2)
https://nptel.ac.in/courses/109/104/109104107/ (Unit 1:1.2)
https://onlinecourses.swayam2.ac.in/cec20_mg32/preview (Unit 1: 1.4)
https://www.digimat.in/nptel/courses/video/110105079/L01.html (Unit 1: 1.4)
https://nptel.ac.in/courses/109/106/109106094/ (Unit-3: 3.4) (week 5)
https://www.youtube.com/watch?v=L1J9ZPVydrC (Unit-3: 3.4)
https://www.youtube.com/results?search_query=guidelines+on+paragraph+writing (Unit-3: 3.4)

Reference Books:

Sr. No.	Title Author/s Publisher	Edition Year
1	Effective Listening Skills by Kratz, Abby Robinson, Irwin Professional Publishing, Toronto, 1995	1995
2	Body Language by Allan Pease, Sudha Publications, Delhi, 1998	1998
3	Essentials of Business Writing by Guffey Mary Ellen, South-Western College Publishing, Ohio	2000
3	Business Communication Strategies by Monippally, Matthukutty, M., Tata McGraw Hill, New Delhi, 2001	2001
4	Basic Business Communication: Skills for Empowering the Internet Generation by Raymond V. Lesikar and Marie E. Flatley, 9 th Edition, Tata McGraww Hill, New Delhi, 2002	2002
5	Business Communication by Meenakshi Raman and Prakash Singh, Oxford University Press, 2007	2007
6	Effective Business Communication by Herta A. Murphy, Herbert W.Hildebrandt, Jane P.Thomas, McGraw Hill, 2008	2008
7	Business Communication: Making Connections in a Digital World by Raymond V. Lesikar, 13 th Edition, McGraw Hill Education, 2009	2009
8	Non-Verbal Communication: Studies and Applications by Moore, Ninja-Jo, Oxford University Press, New York, 2010	2010
9	Business Communication by D. Chaturvedi and Mukesh Chaturvedi, Third Edition, Pearson, 2013	2013
10	Ethics in Management by S.A.Sherlekar, Himalaya Publication, New	2016

	Delhi.	
11	Business Ethics by Pearson, 8 th Edition, Pearson Education.	2018

Semester II

Course Objectives:

- To learn successful job interview skills
- To develop effective language & writing skills which are essential for the functioning of a business organization
- To familiarize students with the various forms of group communications
- To create an awareness of the goals and objectives of Public Relations for a business organization

Learning Outcomes:

- Students will be job ready as they would be acquainted with the various interview skills
- To acquire various language & writing skills like drafting a notice, agenda and resolutions, trade letters, reports, summarizing, business proposals etc. which are essential for the smooth functioning of a business organization
- Students would be well aquatinted with the different forms of group communications; their advantages and disadvantages
- To learn the coordination, tools and strategies of internal and external public relations activities

Part 4 - The Scheme of Teaching and Examination

Semester – II

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1.	Ability Enhancement Courses	UC-FCO-104	Business Communication

First year Semester -I Internal and External Assessment Details

Sr. No.	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)					Credit	Evaluation Scheme				Total Marks
			Units	SL	L	T	P		SL E	CT	TA	SE E	
1.	UC-FCO-104	Business Communication	3	20%*	3	1	0	3	10	20	10	60	100

***One to two lectures to be taken for CONTINUOUS self -learning evaluation**

S.N	Subject Code	Subject Unit Title		Lect ures	Total No. of Lectures	Credi t	Tot al Marks
1.	UC-FCO-104	I	Group Communication	15	45	3	100 (60+40)
		II	Business Correspondence	15			
		III	Language & Writing Skills	15			

Note: One tutorial per batch per week in addition to number of lectures stated above (Batch size as per the University norms)

Periods: 45 lectures + 15 Tutorials (3 lectures + 1 tutorial per week) per semester

- **Lecture Duration – 45 Minutes = 0.75 Hours. (45 Lectures equivalent to 33.75 hours + 15 Tutorials equivalent to 11.25 hours)**
- **One Credit = 22.5 hours equivalent to 23 Hours**

Part 5: Detailed Scheme

I Year Semester – II Units – Topics – Teaching Lectures

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture of the respective UNIT

Business Communication (Total Lectures: 45)

Unit-1: Group Communication [15 Lectures]

- 1.1 Interview Skills: Group Discussion, Preparing for an Interview, Types of Interviews – Job, Appraisal, Grievance, Exit, Online
- 1.2 Meetings: 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, Classifications of Secretaries – Company Secretary/ Private Secretary, Functions of secretaries (only to be discussed and not to be assessed)
- 1.3 Committees and Conferences: Importance & Types of Committees, Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Skype & Webinar
- 1.4 Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR, Crisis Management, Press Release

Unit-2: Business Correspondence [15 Lectures]

- 2.1 Trade Letters: Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Promotional Leaflets and Fliers, Consumer Grievance Redressed Letters, Letters under Right to Information (RTI) Act

Unit-3: Language and Writing Skills [15 Lectures]

- 3.1 Reports and Business Proposals: Parts, Types, Feasibility Reports, Investigative Reports, Drafting of Business Proposals
- 3.2 Summarization: Identification of main and supporting/sub points, Presenting these in a cohesive manner
- 3.3 Tutorial Activities: Group Discussion, Brainstorming Sessions, Mock Interviews, Concept Mapping

Self-Learning Topics

Unit 1:1.1- Interview Skills: Group Discussion, Preparing for an Interview, Types of Interviews – Job, Appraisal, Grievance, Exit, Online

Unit 3:3.2- Summarization: Identification of main and supporting/sub points, Presenting these in a cohesive manner

Unit: 2.1- Sales Letters

Self-Learning topics (Unit wise):

Sub- unit	Topic
1.1	Interview Skills: Group Discussion, Preparing for an Interview, Types of Interviews – Job, Appraisal, Grievance, Exit, Online
3.2	Summarization: Identification of main and supporting/sub points, Presenting these in a cohesive manner

2.1	Sales Letters
-----	---------------

Online Resources:

https://nptel.ac.in/courses/109/105/109105144/ (week 7&8) (Unit 1:1.1)
https://nptel.ac.in/content/storage2/courses/109104030/Module8/Lecture25.pdf ((Unit 1:1.1)
http://www.laspositascollege.edu/raw/summaries.php (Unit 3: 3.2)
https://nptel.ac.in/content/storage2/courses/121106007/Assignments/Assignment%201.pdf (Unit 3: 3.2)
https://www.youtube.com/watch?v=Ed7S4r7hrDY (1:1.1)

Reference Books:

Sr. No.	Title Author/s Publisher	Edition Year
1	Modern Business Correspondence by Garlside, L.E., McDonald and Evans Ltd., Plymouth	1980
2	Effective Communication Made Simple by Eyre, E.C., Rupa and Co., Calcutta	1985
3	Excellence in Public Relations and Communication Management edited by James E. Grunig, Lawrence Eribaum Associates Hillsdale, NJ 1992	1992
4	Making Meetings Work by Barkar, Alan, Sterling Publications Pvt. Ltd., New Delhi	1993
5	How to Interview and be Interviewed by Brown, Michele and Gyles Brandreth, Sheldon Press, London	1994
6	The Right Way to Conduct Meetings, Conferences and Discussions by H.M. Taylor and A.G. Mears, Elliot Right Way Books	1994
7	The Essence of Effective Communication by Ludlow, Ron, Prentice, New Delhi	1995
8	Communication in Organisation by Fisher Dalmar, Jaico Publishing House, Delhi	1999
9	<i>Effective Academic Writing</i> by Savage, Alice . Oxford:OUP	2005.
10	Business Communication by Ramesh Tiwari, Pointer Publication, Jaipur	2006
11	Business Communication II by Muktha M. Jacob, Chippy S.Bobby, Shefali Naranje, Himalaya Publishing House	2008

12	"What Is Public Relations?" by Roos, Dave, SAGE. New York	2014
13	The Art of the Interview by James Storey, Create Space Publishing	2016