

<b>Program: Bachelor of Commerce (Economics)</b>	<b>Semester: I</b>
<b>Course: Fundamentals of Business Communication</b> <b>Academic Year: 2023-24</b> <b>Batch: 2023-27</b>	<b>Course Code:</b>

Teaching Scheme			Evaluation Scheme	
Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 20)	Semester End Examinations (SEE)(Marks- 30 in Question Paper)
-	-	2	20	30

**Learning Objectives:**

1. To familiarize the learner with the methods of communication for effective functioning in an organisation.
2. To help the learner understand the significance of effective communication in the corporate world
3. To acquaint the learner with rapidly changing communication technology
4. To facilitate development of the learner's soft skills required for successful professional life

**Course Outcomes:**

After completion of the course, learners would be able to:

- CO1:** Enhance his/her communication skills to meet the challenges of the professional world and achieve success in his/her professional goals and contribute to the growth of the organization he/she is employed with
- CO2:** Demonstrate effective presentation skills effective for employability.
- CO3:** Analyze the different scenarios where communication is made between individuals or group of people and identify the barriers in communication and how to overcome them
- CO4:** Develop written communication skills of email/letter writing.

**Outline of Syllabus: (per session plan)**

Description	No of Hours
<b>Theory of Communication and Methods of Communication</b>	<b>05</b>
<b>Problems in Communication/ Barriers to Communication &amp; Listening skills</b>	<b>04</b>
<b>Personnel Correspondence</b>	<b>04</b>
<b>Language and Writing Skills</b>	<b>02</b>
<b><u>Activity based learning</u></b>	<b>15</b>
<b>Presentations</b>	
<b>Developing Listening/Writing skills</b>	

<b>TOTAL</b>		<b>30</b>
<b>The course will be taught through theory and case studies</b>		
<b>Module</b>	<b>Topic</b>	<b>No. of Hours/Credits</b>
<b>Module 1</b>	<b>Theory of Communication:</b> Concept of Communication: Models of Communication – Linear / Interactive/ Transactional/; Shannon and Weaver. Meaning, Definition, Process, Need, Feedback; Emergence of Communication as a key concept in the Corporate and Global world <b>Methods of Communication:</b> Verbal and Non-Verbal	<b>05 hours</b>
<b>Module 2</b>	<b>Problems in Communication/ Barriers to Communication:</b> Physical or Environmental, Semantic or Language, Socio-Cultural and Psychological Barriers; Ways to Overcome these Barriers <b>Listening:</b> Importance of Listening Skills; Obstacles to Listening; Cultivating Effective Listening Skills	<b>04 hours</b>
<b>Module 3</b>	<b>Personnel Correspondence:</b> Job Application and Resume	<b>04 hours</b>
<b>Module 4</b>	<b>Language and Writing Skills:</b> Email etiquette	<b>02 hours</b>
<b>Module 5</b>	<u><b>Activity based learning</b></u> <b>Presentations</b> <b>Developing Listening/Writing skills</b>	<b>15 hours</b>

**Suggested Reading:**

A Handbook Of Commercial Correspondence. (1992). Ashley,A. Oxford University Press. .

Alien, R. (1970). *Organisational Management through Communication*. .

Balan, K. a. ( 1996). *Effective Communication*. New Delhi: Beacon .

Benjamin, J. (1993). *Business and Professional Communication Concepts and Practices*. New York: Harper Collins College Publishers.

- Bovee Courtland, L. a. (1989). *Business Communication*. New York, Taxman: McGraw Hill Publication.
- Frailley, L. (1982). *Handbook of Business Letters, Revised Edn*. Prentice Hall Inc.
- French, A. (1993). *Interpersonal Skills*. New Delhi: Sterling Publishers.
- H., W. F. (2012). *Soft Skills Training: A Workbook to Develop Skills for Employment*. London: Create Independent Pub.
- Hamilton, C. (2011, 2008, 2005). *Communicating for Results: A Guide for Business and the Professions, Ninth Edition*. Wadsworth: Cengage Learning, Lyn Uhl.
- Lesikar, R. V. (1994). *Business Communication: Theory and Application*. Illinois.
- Locker, K. O., & Kaczmarek, S. K. (2014). *Business Communication: Building Critical Skills, Sixth Edition*. New York, NY: McGraw-Hill/Irwin
- Monarth, H. (2014). *Breakthrough Communication*. McGraw-Hill Education.
- Mukerjee, H. S. (2012). *Business Communication: Connecting at Work*. Oxford University Press.
- P. D. Chaturvedi, M. C. (2013). *Business Communication, Skills, Concepts, and Applications Third Edition*. Dorling Kindersley (India) Pvt. Ltd.
- Quintanilla, K. M., & Wahl, S. T. (2017). *Business and Professional Communication, Third Edition*. Los Angeles: Sage.

### Evaluation Pattern

The performance of the learner will be evaluated for 50 marks in two components. The first component will be a Continuous Assessment with a weightage of 40% of total marks per course. The second component will be a Semester end Examination with a weightage of 60% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

#### a) Details of Continuous Assessment (CA)

40% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Class Test (MCQ) Mean score of two class tests of 10 marks	10
Component 2 (CA-2)	Presentations	10

**b) Details of Semester End Examination**

60% of the total marks per course. Duration of examination will be of one hour.

<b>Question Number</b>	<b>Description</b>	<b>Total Marks</b>
Q1	Essay type (Any 1 out of 2)	10
Q2	Drafting of Job Application and Resume	10
Q3	A. Case Study B. Email Etiquette	10 (5+5)
<b>Total Marks</b>		<b>30</b>