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| **Program: B.Com(Management and Finance)** | | | | | **Semester : I** | | |
| **Course : Communication Skills I** | | | | | **Code :** | | |
| **Suggested Lectures per week** | | | | | **02** | | |
| **Teaching Scheme** | | | | | **Evaluation Scheme** | | |
| **Lecture** | **Practical** | **Tutorial** | **Credits** | | **Theory** | | |
| **Internal**  **20 Marks** | | **External**  **30 Marks** |
| **30** | **Nil** | **Nil** | **02** | |
|  | | | | | | | |
| **Internal Component** | | | | | | | |
| **Class Test (Duration 20 Mins)** | | | | **Projects / Assignments/Presentations** | | **Class Participation** | |
| **10 Marks** | | | | **10 Marks** | | **---** | |
|  | | | | | | | |
| **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. | | | | | | | |
| **Pedagogy : Classroom learning , Presentation, Theory Notes, Assignments, Case Study** | | | | | | | |
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**MODULES AT GLANCE**

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| **Sr. No.** | **Topics** | **No. of Lectures** |
| **Module 1** | Theory of Communication and Methods of Communication | 05 |
| **Module 2** | Problems in Communication/ Barriers to Communication & Listening skills | 04 |
| **Module 3** | Personnel Correspondence | 04 |
| **Module 4** | Language and Writing Skills | 02 |
| **Module 5** | Activity based learning  Presentations  Developing Listening/Writing skills | 15 |
|  | **TOTAL** | **30** |

**DETAILED SYLLABUS**

|  |  |  |
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| **Unit** | **Topic** | **No. of Hours/Credits** |
| **Module 1** | **Theory of Communication:**  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  **Methods of Communication:**  Verbal and Non-Verbal | 05 |
| **Module 2** | **Problems in Communication/ Barriers to Communication:** Physical or Environmental, Semantic or Language, Socio-Cultural and Psychological Barriers; Ways to Overcome these Barriers  **Listening**: Importance of Listening Skills; Obstacles to Listening; Cultivating Effective Listening Skills | 04 |
| **Module 3** | **Personnel Correspondence:**  Job Application and Resume | 04 |
| **Module 4** | **Language and Writing Skills:**  Email etiquette | 02 |
| **Module 5** | **Activity based learning**  Presentations  Developing Listening/Writing skills | 15 |

**Suggested Reading:**

1. A Handbook Of Commercial Correspondence. (1992). *Ashley,A.* Oxford University Press. .
2. Alien, R. (1970). *Organisational Management through Communication. .*
3. Balan, K. a. ( 1996). *Effective Communication.* New Delhi: Beacon .
4. Benjamin, J. (1993). *Business and Professional Communication Concepts and Practices.* New York: Harper Collins College Publishers.
5. Bovee Courtland, L. a. (1989). *Business Communication.* New York, Taxman: McGraw Hill Publication.
6. Frailley, L. (1982). *Handbook of Business Letters, Revised Edn.* Prentice Hall Inc.
7. French, A. (1993). *Interpersonal Skills.* New Delhi: Sterling Publishers.
8. H., W. F. (2012). *Soft Skills Training: A Workbook to Develop Skills for Employment.* London: Create Independent Pub.
9. Hamilton, C. (2011, 2008, 2005). *Communicating for Results: A Guide for Business and the Professions, Ninth Edition.* Wadsworth: Cengage Learning, Lyn Uhl.
10. Lesikar, R. V. (1994). *Business Communication: Theory and Application.* Ilinois.
11. Locker, K. O., & Kaczmarek, S. K. (2014). *Business Communication: Building Critical Skills, Sixth Edition.* New York, NY: McGraw-Hill/Irwin
12. Monarth, H. (2014). *Breakthrough Communication.* McGraw-Hill Education.
13. Mukerjee, H. S. (2012). *Business Communication: Connecting at Work.* Oxford University Press.
14. P. D. Chaturvedi, M. C. (2013). *Business Communication, Skills, Concepts, and Applications Third Edition.* Dorling Kindersley (India) Pvt. Ltd.
15. Quintanilla, K. M., & Wahl, S. T. (2017). *Business and Professional Communication, Third Edition.* Los Angeles: Sage.