**Shri Vile Parle Kelavani Mandal’s**

**Narsee Monjee College of Commerce & Economics**

***(Autonomous)***  
***NAAC Re-accredited Grade A (CGPA : 3.42)***

Affiliated to the

**UNIVERSITY OF MUMBAI**

**Program: B.Com.**

**Course: Business Presentations and Communication Techniques (Semester I)**

**English for Effective Business Communication (Semester II)**

**Choice Based Credit System (CBCS) with effect from the Academic year**

**2023-24**

### PROGRAMME SPECIFIC OUTCOMES (PSO)

After successful completion of the course, the learner should be able to -

|  |  |
| --- | --- |
| **PSO 1:** | Effectively communicate in a corporate setup and develop Presentation Skills required for employability. |
| **PSO 2:** | The learners will display development of verbal and non-verbal skills that enhance chances of employability. |
| **PSO 3:** | The learners will be able to engage in fruitful and enriching dialogue with other peers, colleagues and acquaintances. |
| **PSO 4:** | The learners will be able to apply knowledge gained in terms of language and writing skills, particularly email writing. |
|  | **Preamble** UNESCO outlined the purpose of communication as “Communication maintains and animates life. It creates a common pool of ideas, strengthens the feeling of togetherness through exchange of message and translates thought into action.” Business Communication has evolved into one of the key factors in the aspect of organizational operations and the wellbeing and growth of an organization is dependent on smooth communication process across the organization.  Professional success of an individual is also significantly impacted by the effectiveness of that person’s communication. Business Communication is a means by which behaviour is modified, change is affected, information is made productive and goals are achieved.  This paper will delineate various communication tools utilized by the organizations to become an open system interacting with its environment. The paper will also consider various modern advancements in technological tools which has changed the dynamics of communication for individuals and establishments and will also help the learners determine the right tools to use for professional communication and achieve proficiency in all the four skills of communication viz. reading, writing, speaking and listening. |

#### **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:

#### **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 |

#### **Details of Semester End Examination**

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

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| --- | --- | --- |
| **Question Number** | **Description** | **Total Marks** |
| Q1 | Essay type (Any 1 out of 2) | 10 |
| Q2 | Drafting of Job Application and Resume | 10 |
| Q3 | 1. Case Study 2. Email Etiquette | 10 (5+5) |
| **Total Marks** | | **30** |

**Semester 2**

#### **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)** | Group Discussions | 10 |

#### **b). Details of Semester End Examination**

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

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| --- | --- | --- |
| **Question Number** | **Description** | **Total Marks** |
| Q1 | Essay type (Any 1 out of 2) | 10 |
| Q2 | Drafting of Trade Letters (Any 2 out of 3)   * Letter of Inquiry * Letter complaint/claim/Adjustment * Consumer Grievance Redressal letter | 10 |
| Q3 | 1. Case Study 2. Drafting of Notice and Agenda of meetings | 10(5+5) |
|  | **Total Marks** | **30** |

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| **Program: B.Com. (2023-24)** | | | | | | | | | | **Semester: I** | | | | | |
| **Course: Business Presentations And Communication Techniques** | | | | | | | | | | **Course Code: UCNMBCM104** | | | | | |
| **Teaching Scheme** | | | | | | | | | **Evaluation Scheme** | | | | | | |
| **Lecture (Hours per week)** | | | | **Practical (Hours per week)** | | | **Tutori al (Hours**  **per week)** | **Credit** | **Continuous Assessment (CA) (Marks - 20)** | | **Semester End Examinations (SEE) (Marks- 30**  **in Question Paper)** | | | | |
| 1 | | | | - | | | 1 | 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 | | | | | | | | | | | | | | | |
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| **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)** | | | | | | | | | | | | | | | |
| **Module** | | | **Description** | | | | | | | | | | | **No of Hours** | |
| **1** | | | **Theory of Communication and Methods of Communication** | | | | | | | | | | | **05** | |
| **2** | | | **Problems in Communication/ Barriers to Communication & Listening skills** | | | | | | | | | | | **04** | |
| **3** | | | **Personnel Correspondence** | | | | | | | | | | | **04** | |
| **4** | | | **Language and Writing Skills** | | | | | | | | | | | **02** | |
|  | | | **Total** | | | | | | | | | | | **15 Hours** | |
|  | | | **Tutorials : Activity based learning**  **Presentations**  **Developing Listening/Writing skills** | | | | | | | | | | | **15 Hours** | |
|  | | | **The course will be taught through theory and case studies** | | | | | | | | | | |  | |
| **Module** | | | | **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 hours** | | |
| **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 hours** | | |
| **Module 3** | | | | **Personnel Correspondence:**  Job Application and Resume | | | | | | | **04 hours** | | |
| **Module 4** | | | | **Language and Writing Skills:**  Email etiquette | | | | | | | **02 hours** | | |
| **Program: B.Com. Honours (2023-24)** | | | | | | | | | | **Semester: II** | | | | | |
| **Course: English for Effective Business Communication** | | | | | | | | | | **Course Code: UCNMBCM204** | | | | | |
| **Teaching Scheme** | | | | | | | | | **Evaluation Scheme** | | | | | | |
| **Lecture (Hours per week)** | | | | **Practical (Hours per week)** | | | **Tutori al (Hours**  **per week)** | **Credit** | **Continuous Assessment (CA) (Marks - 20)** | | **Semester End Examinations (SEE) (Marks- 30**  **in Question Paper)** | | | | |
| 1 | | | | - | | | 1 | 2 |  | |  | | | | |
| **Outline of Syllabus: (per session plan)** | | | | | | | | | | | | | | | |
| **Module** | | | **Description** | | | | | | | | | | | **No of Hours** | |
| **1** | | | **Interviews and Group Discussions** | | | | | | | | | | | **05** | |
| **2** | | | **Meetings** | | | | | | | | | | | **03** | |
| **3** | | | **Business Correspondence** | | | | | | | | | | | **05** | |
| **4** | | | **Reading Skills** | | | | | | | | | | | **02** | |
|  | | | **Total** | | | | | | | | | | | **15 Hours** | |
|  | | | **Tutorials : Activity based learning**  **Group discussions**  **Mock interviews**  **Exercises in Reading skills** | | | | | | | | | | | **15 Hours** | |
|  | | | **The course will be taught through theory and case studies** | | | | | | | | | | |  | |
| **Module** | | | | **Topic** | | | | | | | **No. of Hours/Credits** | | | |
| **Module 1** | | | | **Interviews:**  Planning and Preparing for a Selection Interview  **Group Discussions:**  Types of GD, Process, Evaluation, Mistakes to avoid in a Group Discussion. | | | | | | | **05 hours** | | | |
| **Module 2** | | | | **Meetings:**  Need and Importance of Meetings, Types of Meetings, Conduct of Meeting/ Role of the Chairperson, Role of the Participants. Drafting of Notice and Agenda | | | | | | | **03 hours** | | | |
| **Module 3** | | | | **E-mail writing:**  Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Consumer Grievance Letters | | | | | | | **05 hours** | | | |
| **Module 4** | | | | **Reading Skills**  Reading with fluency and speed  Skimming and scanning  Identifying relevant information | | | | | | | **02 hours** | | | |

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| **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.* Ilinois.  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.  **List of Moderators and Re-evaluators**   |  |  |  |  | | --- | --- | --- | --- | | **Name** | **College** | **Years of Experience** | **Designation** | | Ms. Chippy Bobby Susan | MMK College | 21 years | Associate Professor | | Dr. Shefali Naranje | Vivek College | 16 years | Assistant Professor | | Dr. Preeti Bambolkar | Rizvi College of Arts ,Science & Commerce. | 12 years | Assistant Professor | | Dr. Anjali Verma | MMK College | 18 years | Associate Professor | |