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| **Program: Bachelor of Management Studies (2023-24)** | | | | | | | | **Semester: II** | | | |
| **Course: Effective Business Communication** | | | | | | | | **Course Code:** | | | |
| **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)** | | |
| 2 | | | - | | - | 2 | 20 | | 30 | | |
| **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** |
| **5** | | **Activity based learning**  **Group discussions**  **Mock interviews**  **Exercises in Reading skills** | | | | | | | | | **15 Hours** |
|  | | **Total** | | | | | | | | | **30 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** | | |
| **Module 5** | | | **Activity based learning**  **Group discussions**  **Mock interviews**  **Exercises in Reading skills** | | | | | | **15 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. |

## Total Marks allotted per course: 50 marks

## Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks.**

Breakup of the 20 Marks is as follows:

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| --- | --- | --- |
| **Continuous Assessment** | **Details** | **Marks** |
| **Component 1 (CA-1)** | Internal class test (online or offline)   * 2 Class tests will be taken for each course * Marks scored will be computed as the Average of the marks scored by the learner in the 2 Class tests carrying 10 Marks each | **10 marks** |
| **Component 2 (CA-2)** | Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Entrepreneurship Fair/ Documentary filming/ Assignments/ Group Discussions Etc. | **10 marks** |

## b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **30 Marks.**

Duration of examination will be **One Hour.**

**QUESTION PAPER FORMAT** All Questions are compulsory

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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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Description automatically generated

Signature Signature

(Program Chairperson & Vice Principal) (Principal)