

**University of Mumbai**  
**Syllabus for S.Y.B.A. (Applied Component)**  
**Program: B.A.**  
**Course: Business Communication**  
**Paper I & II**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

**1. Syllabus as per Choice Based Credit System:**

- i) Name of the Program :S.Y.B.A. (Applied Component)  
Semester III and Semester IV
- ii) Course Code : UABC301 & UABC401
- iii) Course Title : **Business Communication**  
**Papers I & II**
- iv) Semester wise Course Contents : Enclosed in the Copy of the Syllabus
- v) References and Additional References : Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. of lectures per Unit : As mentioned in the syllabus
- viii) No. of lectures per week : 04

**2. Scheme of Examination** : 5 Questions of 20 marks each

**3. Special notes, if any** : No

**4. Eligibility, if any** : No

**5. Fee Structure** : As per University Structure

**6. Special Ordinances / Resolutions, if any** : No

**S.Y.B.A (Applied Component)**

**Course Title: Business Communication**

**Paper I & II**

**(100 Marks Examination Pattern)**

**Objectives:**

1. To develop an awareness about the complexity of communication in a dynamic business environment.
2. To develop effective oral, writing and listening skills among learners.
3. To demonstrate the effective use of communication technology.

**Course Outcomes:**

1. After successful completion of the course, the learner should have enhanced Listening,
2. Speaking, Reading and Writing skills and should be prepared to meet the challenges of
3. Communication in the business world

<b>Semester III</b>	<b>Applied Component</b>	<b>Paper I</b>	<b>2 Credits</b>
	<b>Course Title: Business Communication</b>		

**Total Lectures: 60**

**Unit 1: Theory of Communication**

**5 Lectures**

**The Concept of Communication**

Models of Communication: Linear / Interactive / Transactional / Shannon  
And Weaver (To be discussed, but not to be assessed)

Meaning and Definition of Communication

Process of Communication – Traditional Model of Communication i.e. SMCR (Sender,  
Medium, Channel, Receiver)

Need of Communication

Feedback

Emergence of Communication as a Key Concept in the Corporate and Global World

**Unit 2: Communication at the Workplace**

**i. Objectives of Communication**

**5 Lectures**

Information, Education and Training, Motivation, Persuasion, Raising  
Morale, Order and Instruction, Warning, Advice and Counseling

**ii. Channels of Communication**

**3 Lectures**

Formal and Informal – Vertical, Horizontal, Diagonal, Consensus and Grapevine

**iii. Methods of Communication**

**5 Lectures**

Verbal and Non-verbal (including Visual)

**iv. Business Etiquette** **5 Lectures**

Office Etiquette, Internet Etiquette/Netiquette, Business Card Etiquette, Handshake Etiquette, Mobile Phone Etiquette

**v. Barriers to Communication and How to Overcome Them** **5 Lectures**

Physical, Semantic/Language, Socio-Cultural and Psychological Barriers  
Ways of overcoming these Barriers

**vi. Listening** **5 Lectures**

Importance of Listening Skills  
Barriers to Listening  
Cultivating Good Listening Skills  
Distinguishing between Hearing and Listening

**vii. Business Ethics** **5 Lectures**

Ethics at the Workplace - Importance of Business Ethics  
Personal Integrity at the Workplace  
Business Ethics and Media  
Computer Ethics  
Corporate Social Responsibility

**Unit 3: New Media in Communication** **5 Lectures**

**Impact of Technology Enabled Communication**

Types: Internet, Blogs, E-mail, Moodle, Social Media - Facebook, Twitter and  
What's App -Advantages & Disadvantages

**Unit 4: Business Correspondence**

**i. Theory of Business Letter Writing** **5 Lectures**

Principles of Effective Letter Writing - 'You' Attitude, Jargon, Four C's of  
Communication – Correctness, Completeness, Conciseness, Courtesy  
Parts of a Business Letter  
Full Block Layout of a Business Letter  
Principles of Effective E-mail Writing

**ii. Personnel Correspondence** **10 Lectures**

Statement of Purpose  
Letter of Recommendation  
Job Application Letter and Résumé  
Letter of Appointment (To be discussed, but not to be assessed)

Letter of Acceptance of Job Offer  
Letter of Appreciation  
Letter of Resignation

### Unit 5: Writing Skills

#### Paragraph Writing

2 Lectures

Developing an idea, using appropriate linking devices, Cohesion and Coherence, self-editing etc.

#### Evaluation Pattern:

<b>Third Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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**Question 1.** : 20 marks (10+10)

**A.** Explain the terms in 2 to 3 sentences ( five out of eight) (From All Units)

**B.** Objective type questions (From All Units)

**Question 2.** Short Notes (four out of six) (From Unit 1, Unit 2 & Unit 3) : 20 marks

**Question 3.** Essay Type Questions (two out of three) (From Unit 2) : 20 marks

**Question 4.** Personnel Letters (four out of five) : 20 marks

Letter of Recommendation  
Letter of Acceptance of Job Offer  
Letter of Resignation  
Letter of Appreciation  
Statement of Purpose

**Question 5.** 20 marks (10+05+05)

**A.** Job Application Letter and Résumé (05 + 05)

**B.** Situation-based Case Study  
(From Unit 02 Chap. 2 - Channels of Communication & Unit 2 Chap.5 Barriers to Communication)

**C.** Paragraph Writing (one out of two)

<b>Semester Four</b>	<b>Applied Component</b>	<b>Paper II</b>	<b>2 Credits</b>
<b>Course Title: Business Communication</b>			

**Total Lectures: 60**

**Unit 1: Group Communication**

**i. Group Discussions& Interviews 8 Lectures**

Group Discussion  
 Preparing for an Interview  
 Types of Interviews – Selection, Appraisal, Grievance, Exit, Online  
 Soft Skills – Emotional Quotient (EQ), Conflict Management

**ii. Meetings 8 Lectures**

Need and Importance of Meetings  
 Types of Meetings  
 Conduct of a Formal Meeting  
 Group Dynamics  
 Role of the Chairperson  
 Role of the Participants  
 Drafting of Notice, Agenda and Resolutions

**iii. Committees & Conferences 8 Lectures**

Importance of Committees  
 Types of Committees  
 Meaning of Conference  
 Importance of Conferences  
 Organizing a Conference  
 Modern Methods of Conducting Conferences - Skype & Webinar

**Unit 2: Public Relations 10 Lectures**

Meaning of Public Relations (PR)  
 Functions of the PR Department of an Organization  
 External and Internal Measures of Promoting PR  
 Crisis Management  
 Press Releases

**Unit3: Business Correspondence****15 Lectures**

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

**Unit 4: Report Writing****6 Lectures**

Parts of a Business Report  
 Types of Business Reports  
 Feasibility Reports (Reports to be Prepared)  
 Investigative Reports (Reports to be Prepared)

**Unit 5: Language and Writing Skills****5 Lectures****Summarisation**

Identification of main and supporting/sub points  
 Presenting the points in a cohesive manner

**Evaluation Pattern:**

<b>Fourth Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>100 Marks</b>
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**Question 1.** Short Notes (four out of six) (Units 1 & Unit 2) :20 marks

**Question 2.** Essay Type Questions (two out of three) (Units 1 & Unit 2) :20 marks

**Question 3.** Letters (four out of five) :20 marks

Letter of Inquiry  
 Complaint & Claim/Adjustment Letter  
 Sales Letter/Flier  
 Consumer Grievance Redressal Letter  
 RTI Letter

**Question 4.** :20 marks (10 +10)

**A.** Drafting a Business Report

**B.** Drafting a Notice, Agenda and 02 Resolutions

**Question 5.**

20 marks (10+05+05)

- A. Explain the terms in 2 to 3 sentences (five out of eight) (From all Units)
- B. Objective Type Questions (From all Units)
- C. Summarization (Unseen passage)

**References:**

1. Agarwal, AnjuD. (1989) *A Practical Handbook for Consumers*, India Book House, Mumbai.
2. Ashley, A. (1992) *A Handbook Of Commercial Correspondence*, Oxford University Press, New Delhi.
3. Aswalthapa, K. (1991) *Organisational Behaviour*, Himalayan Publications, Mumbai.
4. Atreya, N. and Guha (1994) *Effective Credit Management*, MMC School of Management, Mumbai.
5. Bahl , J. C. and NagamiaS. M. (1974) *Modern Business Correspondence and Minute Writing*, N. M. Tripathi Pvt. Ltd .New Delhi.
6. Balan, K.R. and Rayudu, C. S. (1996) *Effective Communication*, Beacon Books,New Delhi.
7. Bangh, L.Sue, Fryar,Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA.
8. Banerjee, Bani P. (2005) *Foundation of Ethics in Mangement*, Excel Books,New Delhi.
9. Barkar, Alan (1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
10. Basu, C. R. (1998) *Business Organisation and Management*, Tata McGraw-Hill,New Delhi.
11. Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
12. Bhargava and Bhargava (1971) *Company Notices, Meetings and Regulations*, Taxman New Delhi.
13. Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
14. Britt, Deborah. *Improving Business Communication Skills*, Kendall Hunt Publishing Co. (1992)



15. Bovee Courtland,L. and Thrill, John V.(1989)*Business Communication Today*, McGraw Hill, New York, Taxman Publication.
16. Burton, G. and Thakur, (1995) *Management Today- Principles and Practices*, Tata McGraw Hill, New Delhi.
17. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
18. Drucher,P.F. ((1970) *Technology, Management and Society*, Pan Books London.
19. Drucher,P.F.((1974)*Management Responsibilities Practices*, Heinemann, London.
20. Eyre, E.C. (1985) *Effective Communication Made Simple*,Rupa and Co., Kolkata.
21. Ecouse, Barry (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP, New Delhi.
22. Fisher,Dalmar (1999),*Communication in Organisation*, Jaico Publishing House,Mumbai.
23. Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc., New Jersey.
24. French, Astrid (1993) *Interpersonal Skills*, Sterling Publishers, New Delhi.
25. Fritzsche, David J. (2005) *Business Ethics: A Global and Managerial Perspective*, McGrawHill, New York.
26. Gartside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd.Plymouth.
27. Ghanekar, A. (1996) *Communication Skills for Effective Management*, Everest Publishing House, Pune.
28. Goleman, Daniel (1995) *Emotional Intelligence*, Bloomsbury Publications, Great Britain.
29. Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
30. Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly*, Response Books, New Delhi.
31. Gupta, Dipankar (2006) *Ethics Incorporated: Top Priority and Bottom Line*, Response Books, New Delhi.
32. Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
33. Lesikar, Raymond V. and Petit, John D.(1994) *Business Communication: Theory and Application*, Richard D. Irwin Inc.,Illinois.

34. Ludlow, Ron. (1995) *The Essence of Effective Communication*, Prentice , New Delhi.
35. M. Ashraf, Rizvi (2006) *Effective Technical Communication*, Tata McGraw Hill, New Delhi.
36. Martson, John E. 1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
37. Majumdar, P.K. (1992) *Commentary on the Consumer Protection Act*, Prentice, New Delhi.
38. McLean, Scott L. (2016) *Business Communication for Success*, Flat World Publishers, Washington.
39. McQuail, Denis (1975) *Communication*, Longman, New York.
40. Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York.
41. Mishra Rajiv K. (2006) *Code of Conduct for Managers*, Rupa Company, Mumbai.
42. Monippalli, M.M. (1997), *The Craft of Business Letter Writing*, Tata McGraw Hill, New Delhi.
43. Montagu, A. and Matson, Floyd (1979) *The Human Connection*. McGraw Hill, New York.
44. Murphy, Herta and Hilde Brandt, Herbert W. (1984) *Effective Business Communication*, McGraw Hill, New York.
45. Parry, John (1968) *The Psychology of Human Communication*, American Elsevier, New York.
46. Peterson, Robert A and Ferrell, O.C. (2005) *Business Ethics: New Challenges for Business Schools and Corporate Leaders*, Prentice Hall of India Pvt., Ltd.
47. Ross, Robert D. (1977) *The Management of Public Relations*, John Wiley and Sons, U.S.A.
48. Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) *Business Ethics: Concepts and Cases*, Tata McGraw Hill, New Delhi.
49. Shekhar, R.C. (1997) *Ethical Choices in Business*, Response Books, Pennsylvania State University Press, U.S.A.
50. Stephenson, James (1988) *Principles and Practice of Commercial Correspondence*. Pilman and Sons Ltd., London.
51. Shurter, Robert L. (1971) *Written Communication in Business*, Tata McGraw Hill, Tokyo.

### **General Reading List for Improved Language Skills:**

[N.B. The list is only indicative and not prescriptive.]

1. Yousafzai Malala. *I Am Malala*, Weidenfeld & Nicolson, U.K.
2. Bach Richard. *Illusions II*, Create Space Independent Publishing Platform (Amazon).
3. Pillai, Radhakrishnan. *Corporate Chanakya*, Jaico Publishing House, Mumbai.
4. Tzu, Sun. *The Art of War*, Fingerprint Publishing (Amazon).
5. Goldratt, Eliyahu M. *The Goal*, Productivity & Quality Publishing (Amazon).
6. Goldratt, Eliyahu M. *It's Not Luck*, North River Press, U.S.A.
7. Murthy, Sudha. *Wise and Otherwise* Penguin India, New Delhi.
8. Choudhary, Arindam. *Count Your Chickens before They Hatch*, Vikas Publishing House, India.
9. Kalam, APJ. *Wings of Fire*, Universities Press, India.
10. Kalam APJ. *Ignited Minds*, Penguin India, New Delhi.

### **Suggested List of Websites**

1. <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
6. <https://www.sitepoint.com/social-networking-sites-for-business>

### **Suggested List of You Tube Videos**

1. <https://www.youtube.com/watch?v=K15ca0n0ois>
2. <https://www.youtube.com/watch?v=ixSUBI1WNxk>
3. <https://www.youtube.com/watch?v=K15ca0n0ois>
4. <http://www.lifehack.org/.../communication/improvecommunicationskills.html>

### **IIT Kanpur Video Lectures**

1. <http://nptel.ac.in/courses/109104031/>
2. <http://nptel.ac.in/courses/109104030/>

### **Suggested List of MOOCs**

1. <https://www.mooc-list.com/tags/communication-skills>
2. <https://www.mooc-list.com/.../effective-communication>
3. <https://www.mooc-list.com/tags/business-communication>
4. <https://www.skilledup.com/.../learn-communications-online-free>
5. <http://www.about.com/Communication+Skills+List>

### **Coursera**

1. <https://www.coursera.org/learn/management-leadership-english#>
2. <https://www.coursera.org/learn/business#>
3. <https://www.coursera.org/learn/powerpoint-presentations>

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