

DEPARTMENT OF COMMERCE				CLASS: I B.Com (General, PA, B&I, CM)				
Semester	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
I	Major Core - 2	20U1KMC2	Business Communication	4	4	25	75	100

Course Objectives

- To describe the basic concepts of communication, essentials of effective communication and to relate various forms of communication and enable them to know the effective media of communication and barriers.
- To develop better written business communication skills to enhance their writing skills in various forms of business letters and reports.
- To enhance oral business communication skills in the form of Speeches, Group communication, Presentations, Listening and Dialogue skills.
- To write resume for application for different positions independently
- To acquaint knowledge on report writing and able to write business reports

Unit	Course Contents	Hours
I	Introduction Meaning - Definition - Characteristics – Process - Essentials of Effective Communication - Forms of Communication - Verbal and Non-Verbal - Types - Formal and Informal - Media of Communication - Written – Oral - Visual - Audio Visual - Computer based Communication - Barriers and remedies.	12
II	Written Communication Meaning - Business Letters - Essentials of a good Business Letter - Layout - Trade Letters – Enquiries & Offers – Quotations – Orders - Circular Letters - Sales Letters - E-mail Etiquettes.	12
III	Oral Communication Oral and other forms of Communication – Speeches - Group communication - Presentations - Listening – Dialogue skills.	12
IV	Drafting of a resume Application for a situation – Structure - Preparation of Curriculum vitae – Drafting an application for different positions.	12
V	Report Writing Meaning - Types of Business Reports - Structure of a Report - Stock exchange reports and Sales reports.	12

Books for Study

Urmila Rai & S.M Rai, “*Business Communication*”, Second Edition, 2015, Himalaya Publishing House, Mumbai.

Books for Reference

1. Rajendra Pal & J.S. Korlahalli, “*Essentials of Business Communication*”, Thirteenth Edition, 2013, Sultan Chand & Sons, New Delhi.
2. M.S. Ramesh, C.C. Pattanshetti “*Business Communication*”, Twenty Eight Edition, 2015, R. Chand & Co, New Delhi.
3. R.S.N. Pillai&Bagavathi, “*Modern Commercial Correspondence*”, 2007, S.Chand& Company Ltd, New Delhi.
4. Herta A Murphy, Herbert W Hildebrandt & Jane P. Thomas, Seventh Edition, 2010, “*Effective Business Communication*”,MCGraw Hill Education Private Limited, New Delhi.
5. Sanjay Kumar &PushpLata, 2012, “*Communication Skills*”, Oxford University Press.

Web Resources

www.barcodesinc.com, www.mindtools.comwww.mheducation.com

Pedagogy: Chalk & Talk, Assignments, Group Exercises, PPT, Case Lets

Course Learning Outcomes:

CLOs	On completion of the course, the students should be able to	K- Level
CLO 1	Describe the basic concepts of communication, essentials of effective communication and relate various forms of communication	Up to K2
CLO 2	Illustrate written business communication skills and classify writing skills in various forms of business letters.	Up to K3
CLO 3	Communicate orally in the form of Speeches, Group communication, Presentations, Listening and Dialogue skills.	Up to K4
CLO 4	Write resume for application for different positions independently	Up to K4
CLO 5	Acquaint knowledge on report writing and write business reports	Up to K3

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

Course Learning Outcomes (CLOs)	Programme Specific Outcomes (with Graduate Attributes)					
	PO 1 (Knowledge Base)	PO 2 (Problem Analysis & Investigation)	PO 3 (Communication Skills & Design)	PO 4 (Individual and Team Work)	PO 5 (Professionalism, Ethics and equity)	PO 6 (Life Long Learning)
CLO 1	3	1	3	2	2	3
CLO 2	3	2	3	2	2	3
CLO 3	3	2	3	3	3	3
CLO 4	2	1	3	1	2	2
CLO 5	3	2	3	2	2	3

3- Advanced Application

2- Intermediate Development

1 - Introductory

Mapping of Course Learning Outcomes (CLOs) with Programme Specific Outcomes (PSOs)

Course Learning Outcomes (CLOs)	Programme Specific Outcomes (with Graduate Attributes)					
	PSO 1 (Knowledge Base)	PSO 2 (Problem Analysis & Investigation)	PSO 3 (Communication Skills & Design)	PSO 4 (Individual and Team Work)	PSO 5 (Professionalism, Ethics and equity)	PSO 6 (Life Long Learning)
CLO 1	3	1	3	2	2	3
CLO 2	3	2	3	2	2	3
CLO 3	3	2	3	3	3	3
CLO 4	2	1	3	1	2	2
CLO 5	3	2	3	2	2	3

3- Advanced Application

2- Intermediate Development

1 - Introductory

LESSON PLAN

Unit	Course Content	Hours	Mode
I	Introduction Meaning - Definition – Characteristics - Process - Essentials of Effective Communication	4	Chalk & Talk, PPT
	Forms of Communication - Verbal and Non-Verbal - Types - Formal and Informal	4	
	Media of Communication - Written – Oral - Visual - Audio Visual - Computer based Communication - Barriers and remedies.	4	
II	Written Communication Meaning - Business Letters - Essentials of a good Business Letter	4	Chalk & Talk, PPT
	Layout - Trade Letters Enquiries & Offers – Quotations – Orders - Circular Letters	4	
	Sales Letters - E-mail Etiquettes.	4	
III	Oral Communication Oral and other forms of Communication	4	Chalk & Talk, PPT, Group Discussion
	Speeches - Group communication - Presentations	4	
	Listening – Dialogue skills.	4	
IV	Drafting of a resume Application for a situation – Structure	4	Chalk & Talk, PPT, Assignment
	Preparation of Curriculum vitae	4	
	Drafting an application for different positions.	4	
V	Report Writing Meaning - Types of Business Reports	4	Chalk & Talk, PPT, Assignment, Case lets
	Structure of a Report	4	
	Stock exchange reports and Sales reports.	4	

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