

Enclosure to Item No. 4.21

A.C. 25/05/2011

UNIVERSITY OF MUMBAI

Syllabus for the S.Y.B.A.

Program :B.A.

Course : Business Communication

(Paper I & II)

(Credit Based Semester and Grading System with effect

from Academic Year 2012-13) Page 3

1. Syllabus as per Credit Based Semester and Grading System.

i.

Name of the Programme

-B.A.

ii.

Course Code

_ *****

iii.

Course Title

- Business Communication

(Paper I & II)

iv. Semesterwise Course Contents - As per Syllabus

v.

References and additional references - Submitted already

vi. Credit structure

- Credit Points 4

vii. No. of lectures per Unit

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viii. No. of lectures per week / semester - 04 (per week)

2.

Scheme of Examination - As per University Norms

3.

Special notes, if any - As per University Norms

4.

Eligibility, if any

- As per University Norms

5.

Free Structure

- As per University Norms

6.

Special Ordinances / Resolutions, if any - ***** Page 4

Syllabus for Business Communication (Paper I and II): SYBA

Course Objectives:

1. To develop awareness of the complexity of the communication process

2. To develop effective listening skills in students so as to enable them to comprehend instructions

and

become a critical listener

3. To develop effective oral skills so as to enable students to speak confidently interpersonally as

well as in

large groups

4. To develop effective writing skills so as enable students to write in a clear, concise, persuasive

and

audience centered manner

5. To develop ability to communicate effectively with the help of electronic media

Semester – I , Business Communication Paper- I (4Credits)

Unit 1: Theory of Communication

Lectures :45

i. Concept of Communication –

3

Meaning, Definition, Process, Need, Feedback

Emergence of Communication as a key concept in the Corporate and Global

world

Impact of technological advancements on Communication

ii. Channels and Objectives of Communication –

3

Channels--

Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine

Objectives of Communication --

3

Information, Advice, Order and Instruction, Persuasion, Motivation, Education,

Warning, and Boosting the Morale of Employees

(A brief introduction to these objectives to be given)

iii. Methods and Modes of Communication –

3

Verbal and Nonverbal

Characteristics of Verbal Communication

Characteristics of Non-verbal Communication

Landline, Wireless and Cellular Phones

3

Facsimile Communication [Fax]

Computers and E- communication

Video and Satellite Conferencing

iv. Problems in Communication /Barriers to Communication --

3

Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers

Ways to Overcome these Barriers Page 5

v. Listening –

2

Importance of Listening Skills

Cultivating good Listening Skills

Unit 2: Business Correspondence

i. Theory of Business Letter Writing --

2

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block

Principles of Effective Letter Writing

ii. Personnel Correspondence –

10

Statement of Purpose

Job Application Letter and Resume

Letter of Acceptance of Job Offer, Letter of Resignation

[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

Unit 3: Language and Writing Skills

i. Commercial Terms used in Business Communication

ii. Paragraph Writing --

8

Developing an idea, using appropriate linking devices, etc

Cohesion and Coherence, self-editing, etc [Interpretation of technical data,

Composition on a given situation, a short informal report etc.

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Semester – II , Business Communication Paper- II (4 Credits)

Lectures:45

Unit 1: Presentation Skills

i. Presentations –

4

Principles of Effective Presentation

Effective use of OHP

Effective use of Transparencies

How to make a Power-Point Presentation

Unit 2: Group Communication

i. Interviews –

5

Group Discussion

Preparing for an Interview

Types of Interviews – Selection, Appraisal, Grievance, Exit

ii. Meetings --

4

Need and Importance of Meetings, Conduct of Meeting

Role of the Chairperson, Role of the Participants

Drafting of Notice, Agenda and Resolutions

iii. Conference –

3

Meaning and Importance of Conference

Organizing a Conference

Modern Methods: Video and Tele – Conferencing Page 6

iv. Public Relations –

3

Meaning

Functions of PR Department

External and Internal Measures of PR

Unit 3: Business Correspondence

i. Trade Letters –

10

Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Adjustments,

Collection (just a brief introduction to be given)

Only following to be taught in detail:-

Letters of Complaints, Claims, Adjustments

Sales Letters, promotional leaflets and fliers

Consumer Grievance Letters

Letters under Right to Information (RTI) Act

[Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]

Unit 4: Language and Writing Skills

i. Reports –

4

Parts, Types

Feasibility Reports, Investigative Reports

ii. Summarisation --

4

Identification of main and supporting/sub points

Presenting these in a cohesive manner

Paper Pattern for Semester End Examinations

S.Y.B.A (2012-13 onwards)

Semester I Examination

Marks: 60

Question 1 A) Objective /Short Answer Questions on all the units

06

B) Short notes (except unit -3)

[3 out of 5]

09

Question 2 Essay Type / Detailed Answer Q. (unit -1) [2 out of 3]

15

Question 3 A) Job Application Letter and Resume

07

B) Personnel Letters (2 out of 3)

08

(Statement of Purpose

Letter of Acceptance of Job Offer

Letter of Resignation)

Question 4 A) Writing a paragraph (on 1 out of 2 topics)

05

B) Editing given paragraph (for better organization)

05

C) Remedial Grammar

05 Page 7

Semester II Examination:

Marks: 60

Question 1 A) Objective /Short Answer Questions on all the units

06

B) Short notes (unit - 1 & 2)

[3 out of 5]

09

Question 2 Essay Type (unit-2)

[2 out of 3]

15

Question 3 Letters

[3 out of 4]

15

a) Complaint/Claim/Adjustment letter

b) Sales letter

c) Consumer Grievance Letter

d) RTI letter

Question 4 A) Drafting of Reports

[1 out of 2]

07

B) Drafting of Notice, Agenda and 2 Resolutions

04

C) summarization

04

Internal Assessment – 40%

40 Marks

Sr.No.

Particulars

Marks

1

Two periodical class tests to be conducted in the
given semester

20 Marks

2

One assignment based on curriculum to be

assessed by the
teacher concerned

10 Marks

3

Active participation in routine class instructional
deliveries

05 Marks

4

Overall conduct as a responsible student,
mannerism and
articulation and exhibit of leadership qualities in
organizing
related academic activities

05 Marks

Suggested activities / topics for internal assessment for 30 marks in each semester

Semester – I

Semester- II

1. Listening Comprehension
2. Reading Comprehension: Analysis of texts
from the fields of Commerce and
Management
3. Speaking Skills: Presenting a News Item,
Dialogue and Speeches
4. Paragraph Writing: Preparation of the first
draft, Revision and Self – Editing

5. Barriers to communication- mini research

6.Data transfer from one form to another

1. Presentations

2. Group Discussion

3. Mock Interviews

4. Mock Meetings / Conferences

5. Participation in real conferences

6. Book Reviews

7. Writing reports of college activities

8. Writing Representations

9. Quiz

10. Speeches

Suggested Reading:Page 8

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7 Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.

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Richard D. Irwin Inc. Illinois.

24. Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice , New Delhi.
25. Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
26. Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice, New Delhi.
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33. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
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