



Faculty of: **Commerce**

Course: **Bachelor of Commerce**

Semester: **II**

Subject Code: **4CO02BBC1**

Subject Name: **Business Communication**

Sr. No	Branch Code	Subject Code	Subject Name	Teaching hours/ Week			Credit hours	Credit Points	Evaluation Scheme/ Semester									
				Th	Tu	Pr			Theory				Practical				Total	
									Internal Assessment		End Semester Exams		Internal Assessment		End Semester Exams			
									Marks	Duration	Marks	Duration	Marks	Duration	Marks	Duration		
1	7	4CO02BBC1	Business Communication	2	1	0	3	3	--	--	--	--	50	CE	1½	0	0	50

SCOPE:

Develop & refines professional behavior & suggests standards for appearance, actions, & attitude in a business environment.

OBJECTIVES:

To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

COURSE CONTENTS

Unit I Introduction

06 Hrs.

- Nature of Communication, Process of Communication, Types of Communication (verbal & NonVerbal), Importance of Communication, Different forms of Communication
- Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II Business Correspondence

06 Hrs.

- Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III Report Writing

06 Hrs.

- Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit IV Vocabulary**06 Hrs.**

- Words often confused, Words often misspelt, Common errors in English.

Unit V Oral Presentation**06 Hrs.**

- Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

REFERENCE BOOKS:

1. Bovee, and Thill, *Business Communication Essentials*, Pearson Education
2. Shirley Taylor, *Communication for Business*, Pearson Education
3. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, McGraw Hill Education
4. Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, *Effective Business Communication (SIE)*, McGraw Hill Education
5. Dona Young, *Foundations of Business Communication: An Integrative Approach*, McGraw Hill Education
6. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neerja Pande, *Business Communication: Connecting in a Digital World (SIE)*, McGraw Hill Education

NPTEL COURSE (<https://nptel.ac.in/>):

1. Course Link: <https://nptel.ac.in/courses/110105051>