



C. U. SHAH UNIVERSITY - WADHWANCITY



FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER II (Two)

CODE 4MS02BCN1

Name of Subject Business Communication

Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	University	Internal	Total
04	0	0	04	70	30	100

Objective

Understand the importance of Effective Communication and excel in the skill of Effective Communication for successful business.

Prerequisite

Understanding of Basic English Language and different basics of English Grammar.

Course outline

Sr. No.	Course Contents	Number of Hours
1	Meaning and Importance of Business Communication	04
2	Types of Business Communication viz., agenda , letters , enquiries , reports	06
3	Barriers of Business Communication	03
4	Agenda for Meetings , Business Letters , Layout of Business Letters	06
5	Asking for Catalogues , Ordering Goods , Acknowledging of receipt of Goods , Complaining of Damaged Goods etc.	06
6	Business Enquiries and Replies	04
7	Letters of Adjustment , Collection Letters , Circular Letters , Status Enquiries	06
8	Letters to Employees and Employee Unions	05
9	Company Correspondence – Secretary’s Letters to Directors , Shareholders ,Banks , Financial Institutions	06
10	Correspondence with Government offices like Income Tax , Sales tax , Registrar of Companies etc.	05

11	Writing business letters, reports, minutes of meetings ,presentations using various presenting styles, writing reports based on audio deliverances	09
	Total Hours	60

Learning Outcomes

Theoretical Outcome Drafting of business proposals, letters, presentation which facilitate one in attaining fruitful results in business.

Practical Outcome Means of effective communication for conducting a successful business outcome.

Teaching & Learning Methodology

- Lectures
- Class Participation
- Presentation

Books Recommended

1. 'Business Communication', Meenakshi Raman & Prakash Singh,(OUP).
2. 'Professional Communication', Koneru Arun, TMH.
3. 'Business Communication', Lesikar, TMH.

E-Resources

1. <http://freevidelectures.com/Subject/Communication-Skills>
2. <http://www.mindtools.com/page8.html>