

BUSINESS COMMUNICATION

| Sem | Subject Code | Category | Lecture | | Theory | | Practical | Credits |
|-----|--------------|------------------------|----------------|-----------|----------------|-----------|-----------|---------|
| | | | Hrs P/W | Hrs P/Sem | Hrs P/W | Hrs P/Sem | | |
| IV | 21SCC4A | Skill Based Subject-II | 2 hrs per week | 30 | 2 hrs per week | 30 | Nil | 2 |

COURSE OBJECTIVES:

- To develop the skills of communication
- To overcome the barriers in communication of B.Com (C.A)students.

COURSE OUTCOMES:

On the successful completion of the course, the students will be able,

| CO Number | CO Statement | Knowledge Level (K1 – K4) |
|------------|---|---------------------------|
| CO1 | To understand the importance of Communication. | K2 |
| CO2 | To be familiar with different types of Business Communication | K2 |
| CO3 | To identify the barriers and to overcome those barriers of Business Communication | K4 |
| CO4 | To understand the various techniques in modern Communication | K3 |
| CO5 | To gain practical knowledge about Business Communication. | K3 |

Knowledge Level : K1- Remember; K2 – Understand; K3 – Apply; K4 - Analyze

MAPPING WITH PROGRAMME OUTCOMES:

| COS | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|------------|-----|-----|-----|-----|-----|-----|
| CO1 | S | M | M | S | S | S |
| CO2 | S | M | S | S | S | S |
| CO3 | M | S | M | S | S | S |
| CO4 | S | M | S | M | S | S |
| CO5 | S | S | M | S | M | S |

S-Strong; M-Medium; L-Low

UNIT –I:INTRODUCTION**6 Hours**

Introduction to Business Communication – Definition of Business Communication- Characteristics of Business Communication – Need for Business Communication – Importance of Business Communication — Elements of BusinessCommunication.

UNIT–II: TYPES OF BUSINESS COMMUNICATION**6 Hours**

Types of Communication –Verbal Communication – Non-Verbal Communication – Flow of Communication- Downward Communication – Upward Communication - Horizontal Communication – Diagonal Communication –Formal Communication – Informal Communication- Barriers in Business Communication.

UNIT–III: BUSINESS LETTERS**6 Hours**

Business letters- Introduction- meaning- Advantages and limitations-Structure and Lay out of Business letters.

UNIT–IV: APPLICATION WRITING**6 Hours**

Application to a Job- Content of Application, Content of Bio-Data - Online CV.

UNIT–V: MODERN COMMUNICATION**6 Hours**

E-mail –Mobile phone conversation – Teleconferencing – Video conferencing – Telephone answering machine – SMS- Blogging and Virtual Conferencing.

PRACTICAL: Creation of E-mail Id- Registration.

DISTRIBUTION OF MARKS: 100% THEORY**TEXT BOOKS:**

| S.No | Author Name | Title of the book | Publication | Year |
|------|---------------------------------|-------------------------------------|------------------------------------|------|
| 1. | N.S.Raghunathan &B.Santhanam | Business Communication | Margham Publications | 2017 |
| 2. | Dr. K.Sundar | Business Communication | Vijay Nicole Publications | 2018 |
| 3. | Ramesh and Pattanchetti | Business Communication, | R.Chand& Co | 2018 |
| 4. | Dr.N.Premavathy | Business Communication , (Tamil) | Sri Vishnu Publications Chennai | 2009 |

REFERENCE BOOKS:

| S.No | Author Name | Title of the book | Publication | Year |
|------|----------------------------------|---|-----------------------------------|------|
| 1. | Asha Kaul | Effective Business Communication | Himalaya Publishing house | 2017 |
| 2. | Bob Dignen | Effective Interaction of Business Communication | Harper Collins Publisher | 2013 |
| 3. | Sri Jain Kushal | Business Communication | V.K. Global Publications Pvt. Ltd | 2014 |
| 4. | K.K.Sinha | Business Communication | Taxmann's Publications | 2018 |
| 5. | Kumkum Bharadwaj | Fundamentals of Business Communication | Taxmann's Publications | 2012 |
| 6. | Meenakshi Raman & Prakash Singha | Business Communication | Oxford Publications | 2012 |
| 7. | R.C. Bhatia | Business Communication | Ane books India | 2018 |
| 8. | HertaMurphy, JaneP.Thomas | Effective Business Communication | Mc Graw Hill | 2016 |
| 9. | Namitha Rajput | Business Communication | Kitab Mahal | 2008 |
| 10. | Scott Mc Lean | Business Communication for success | Flat World Publications | 2010 |

TEACHING METHODOLOGY:

- Class RoomTeaching
- Discussions
- PPT Presentations
- Computer Lab
- Blended learning

SYLLABUS DESIGNERS:

- Dr. R.Padmaja, Head and Associate Professor in Commerce.
- Dr.K.Vinithi, Assistant Professor in Commerce.