

BUSINESS COMMUNICATION

SEM	Subject Code	Category	Lecture		Theory		Practical	Credits
II	21CCO2B	Core - IV	4hrs per week	60	4hrs per week	60	-	3

COURSE OBJECTIVE

To equip students of the B.Com course effectively to acquire skills in reading, writing and communication, as also use to draft business Letters and business reports.

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 process and effectiveness of Communication.	K1
CO2	To understand and practice the essentials of effective business communication	K2
CO3	To draft circulars, office communications and business letters professionally.	K2
CO4	To draft job application letter and resume in an effective manner.	K2
CO5	To understand the essential of writing report.	K1

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

MAPPING WITH PROGRAMME OUTCOMES

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

S-Strong; M-Medium; L-Low

Unit - I Introduction to Communication**15 Hours**

Communication - Meaning -Definition – Objectives - Process of Communication - Importance of Communication - Types of communication - Barriers to Effective Communication.

Unit – II Introduction to business correspondence**15 Hours**

Business communication – Features of Business Communication – Guidelines (The 7Cs) for Effective Business Communication – Structure and Layout of Business Letter – Need for Business Letter – Functions of a Business Letters – Classification of Business Letter.

Unit – III Types of Business Letter**10 Hours**

Various Types of Business Letters – Drafting - Letters of Enquiry – Offers, Quotations, Orders and Complaints.

Unit – IV Letters of Application**10 Hours**

Letters of Application – Essential Qualities – Letters of Application with CV, Types of Resumes – Application with Reference to an Advertisement.

Unit – V Business Report**10 Hours**

Business Report – Importance – Characteristics – Structures and layout of Reports -Types – Reports by individuals and committee.

TEACHING METHODOLOGY:

- Class Room Teaching
- Assignments
- Discussions
- Home Test
- PPT Presentations

REFERENCE 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.	R.Senapathi	Communication skills	Lakshmi publications	2009
5.	Dr.N.Premavathy	Business Communication , (Tamil)	Sri Vishnu Publications Chennai	2009

SYLLABUS DESIGNER:

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