

Department of English
B.B. A. Part-I (CBCS) Syllabus with effect from June 2018
AECC: English for Business Communication-1361
Theory -Hours 60 (75 Lectures) Credits: 4

Semester I & Semester II	Theory/ semester-end exam	Practical/Internal Evaluation		Credits
AECC I & II	40+40 marks	10+10 marks		8
		Home assignment Per module (manual/online)	4	
		Field trip/visits	2	
		Group discussion/debates	2	
		Seminars/ projects/paper presentation	2	

Semester- I

		Teaching hours	credits
Module 1	Introduction to Communication: Basic types of communication- Reading, Writing, Listening, Speaking; Purpose of Communication; Process of Communication; Importance of Communication in Business; Barriers to Communication; Measures to Overcome the Barriers to Communication.	15	1
Module 2	Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication; Grapevine.	15	1
Module 3	Writing Memos, Circulars and Notices: Memo- Characteristics of a memo, Language and writing style of a memo- Format of a Memo; Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice Writing Business Letter: Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters.	15	1
Module 4	Employment Communication – Resume: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different	15	1

	Types of Cover Letters Employment Communication – Job Interview: Importance and Factors Involving Job Interview; Characteristics of Job Interview; Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview		
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Semester- II

		Teaching hours	credits
Module 1	Oral Communication Nature, characteristics, Principles of effective oral communication Speech -prepared speech, public speech and extempore speech Media of Oral communication- face to face communication, teleconferences, press conferences	15	1
Module 2	Seminar, Conferences, Group Discussion and Effective Presentation Seminar- preparing, conducting and organizing seminar conferences - Group discussion- opening of topic, discussion, summary, observer's comments -Presentation- introduction, purpose of presentation, tools for effective presentation	15	1
Module 3	Report Writing: Features of Writing a Good Report; Purpose of Report Writing; Difference between Business Report and Engineering Report-Characteristics of writing a good report-Importance of communication in report writing; Guidelines for Report Writing; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.	15	1
Module 4	Application of Communication Skills Group Decision-Making - Conflict and Negotiations - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).	15	1

Recommended Books:

- 1) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 2) Business Communication-Prakash Herekar

- 3) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 4) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 5) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 6) Business Communication -Smt. Leelawati Patil, Kumar Prakashan
- 7) Elements of Business Communication-P. R. Chadha & Sangeeta Magan, International Book House Pvt. Ltd
- 8) Business Communication -N. S.Pradhan, Himalaya Publishing House

Intended Outcomes: After completion of the course, student will be able to:

- Understand the various concepts, processes and importance of communication;
- Understand how to appear in an interview successfully;
- Develop the skills related to writing reports;
- Write professional written documents effectively.