

“Education for Knowledge, Science, and Culture”

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

Vivekanand College, Kolhapur
(Autonomous)



KOLHAPUR (AUTONOMOUS)

Department of English

B. B. A. Part I



(स्वायत्त) कोल्हापूर

SYLLABUS

Introduced from June 2018




Head

DEPARTMENT OF ENGLISH
VIVEKANAND COLLEGE
KOLHAPUR (AUTONOMOUS)

CHOICE BASED CREDIT SYSTEM (CBCS)

B. B. A. Part I

With effect from June 2018

AECC: English for Business Communication-1361 A

Theory –Hours 60, Credits: 4

SEMESTER I

Course Outcomes

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

CO1: Understand the various concepts, processes and importance of communication.

CO2: Perform in an interview effectively.

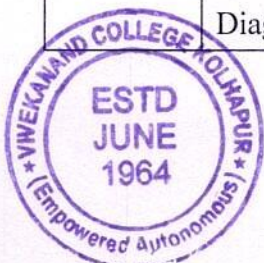
CO3: Develop the skills related to writing reports.

CO4: Write professional written documents effectively.

Semester I & Semester II	Theory/ semester-end exam	Practical/Internal Evaluation	Credits
AECC I & II	60+60 marks	40+40 marks	8
		Home assignment Per module (manual/online)	10
		Field trip/visits	10
		Group discussion/debates	10
		Seminars/ projects/paper presentation	10

SYLLABUS

Module No	Units and Subunits	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	<p>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</p> <p>Writing Business Letter: Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters.</p>	15	1
Module 4	<p>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 Types of Cover Letters</p> <p>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</p>	15	1

Division of Teaching: 4 Modules X 15 Periods= 60 Periods

**Semester End Examination
Structure of Question Paper**

Total Marks: 60

Time : 3 hrs

Q. No	Sub Q.	Type of Question	Based on	Marks
1	A	Case Study or Broad answer type question	Module I and II	10
	B	Broad answer type question	Module I and II	
2	A	Write a job application letter and resume	Module IV	10
3	B	Write a business letter.	Module III	
	A	Write short notes. (Any 3)	Module I & II	15



4	A	Write a Notice or Memo	Module III	10
5	B	Write short notes. (Any 3)	Module III & IV	15

Practical: Based on the theory units

40 Marks.

SEMESTER II

Course Outcomes

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

CO1: Understand the processes and importance of Oral Communication.

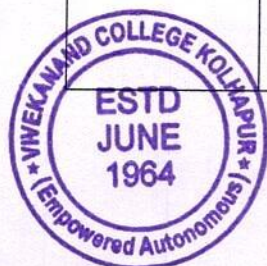
CO2: Know the stages of arranging seminars, conferences etc.

CO3: Develop the skills related to writing reports.

CO4: Perform effectively during group decision making and negotiation.

SYLLABUS

Module No	Units and Subunits	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
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Division of Teaching: 4 Modules X 15 Periods= 60 Periods

**Semester End Examination
Structure of Question Paper**

Total Marks: 60

Time : 3 hrs

Q. No	Sub Q.	Type of Question	Based on	Marks
1	A	Case study or broad answer type question	Module V and VI	10
	B	Broad answer type question	Module VII and VIII	
2	A	Write a job application letter and resume	Module IV	10
	B	Write a business letter.	Module IV	
3	A	Write short notes. (Any 3)	Module I & II	15
4	A	Write a business report	Module III	10
5	B	Write short notes. (Any 3)	Module III & IV	15

Practical: Based on the theory units

40 Marks.

Reference 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.

