



“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 AEC: Business Communication (CBCS)  
Course Code :AEC05ENG11**



# SYLLABUS

**Under Choice Based Credit System**

**To be introduced from June 2023 under NEP- 2020**



*[Signature]*  
**Head**

DEPARTMENT OF ENGLISH  
VIVEKANAND COLLEGE  
KOLHAPUR (EMPOWERED AUTONOMOUS)

**B.B.A. Part I AEC: Business Communication (CBCS)**  
**Course Code :AEC05ENG11**  
**Syllabus from 2023-24**  
**NEP 2020**

**Credits: 2**

**Theory: 30**

**Internal: 20**

**Semester I**

**Course Outcomes:**

**After completing this course the students will be able to:**

1. Understand the concept, process and importance of communication.
2. Develop interpersonal communications skills those are required for social and business interaction.
3. Demonstrate the use of basic and advanced business writing skills.
4. Develop business communication skills through the application and exercises.

Module No.	Title	Hours	Credits
<b>Module I</b>	<b>Introduction to Communication</b> -Meaning and definition, process, scope and importance of communication, elements and stages of communication, - Importance of business communication, -Communication barriers and how to overcome them.	<b>15</b>	<b>1</b>
<b>Module II</b>	<b>Employment Communication and Office Drafting-</b> -Office drafting: Notice, agenda and Minutes of the meeting. -Official letters: Inquiry, reply to inquiry, to place an order, complaint letters	<b>15</b>	<b>1</b>

**B.B.A. Part I**  
**AEC: Business Communication**  
**Course Code:AEC05ENG 12**  
**Syllabus from 2023-24**  
**NEP 2020**

**Credits: 2**

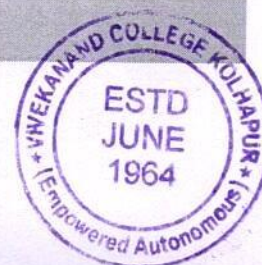
**Theory: 30**

**Internal: 20**

**Semester II**

**Course Outcomes:**

After completing this course the students will be able to:

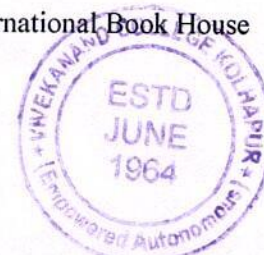


1. Distinguish between rehearsed and spontaneous speeches.
2. Comprehend the components required for organizing and hosting seminars and conferences.
3. Equip themselves for delivering impactful presentations.
4. Prepare themselves for participating in group discussions.

Module No	Title	Hours	Credits
<b>Module III</b>	<b>Presentation Skills</b> - Speeches, Seminars, Conference, Group Discussion and Presentation Speech: extempore and prepared speeches Seminar and Conference: Preparation and conduction Group Discussion: Stages and preparation Presentation: Preparation, Dos and Don'ts	<b>15</b>	<b>1</b>
<b>Module IV</b>	<b>Employment Communication:</b> - Job Application Letter and Resume writing - Preparation of interview, Most probably asked questions during a job interview	<b>15</b>	<b>1</b>

**References:**

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



**Semester End Examination Pattern**

Paper Number	Title of the paper	Course Code	Semester End Examinatio	Continuous Internal Evaluation	Total Marks

			n	Marks	
I	Business Communication I	AEC05ENG11	30	20	50
II	Business Communication II	AEC05ENG 12	30	20	50

**Continuous Internal Evaluation**

Evaluation Type	Marks
Home Assignment/ Open Book Test/ Tutorial/Unit Test/PPT presentation/project/group discussion	20

**Nature of question paper**

Que. No	Sub. Q.	Types of Question	Based on	Marks
Q.1	A	Broad question in about 200 to 300 words.	Module I	10
Q.2	A B	Draft Notice ,Agenda OR Minutes of the meeting.	Module II	7
Q.3	A B	Write official letters . OR Write official letters.	Module II	7
Q 4.	A	Write Short notes . ( Any 2 out of 4)	Module I	6

**B.B.A I (SEM II)**

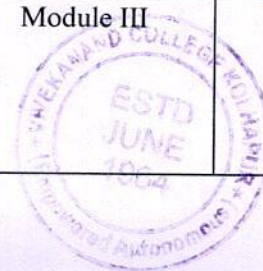
**Business Communication I  
Continuous Internal Evaluation**

Evaluation Type	Marks
Home Assignment/ Open Book Test/ Tutorial/Unit Test/PPT presentation/project/group discussion	20

**Pattern of Question Paper**

**Theory - 30**

Que. No	Sub. Q.	Types of Question	Based on	Marks
Q.1	A	Broad question in about 200 to 300 words. OR Broad question in about 200 to 300 words.	Module III	10
	B			



Q.2	A	Write a Application letter . OR	Module IV	7
	B	Draft a Resume .		
Q.3	A	Drafting a Speech. OR	Module IV	7
	B	Prepare a Group Discussion.		
Q4	A	Write Short Notes	Module III and IV	6

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