

Grass - Cutting Issues
(Profession Ethics)



B.Com. I Year (1st Semester)

Paper No. : BC 1.2
BUSINESS COMMUNICATION - I

Course Objectives

- i) To Develop Communication Skills of Students
- ii) To help in personality development
- iii) To improve speaking, learning, and interview skills of students.

Unit: I **Introduction to Business Communication**

Introduction, Definitions, Basic forms of communication process. Effective communication. Development of positive personal attitudes. SWOT analysis.

Unit: II **Corporate communication**

Formal and Informal communication network. Barriers of communication. Improving communication. Group discussion, Seminar, Mock interview.

Unit: III **Principles of Effective Communication**

Unit: IV **Writing Skills**

Drafting of business letters, : Sales letter, office memorandum, Memo formats, Applications for Job, Enquiry letter, Request letter, Report writing.

Unit: V **Communication Skills**

Listening Skill: Principles of Effective listening, factors affecting listening skills. Interviewing Skills - Appearing an interview, conducting interviews. Speaking skills - Principles of effective speaking.

Reference Books

1. Business Communication - D.D.Singhal - Ramesh Book Depo. Jaipur
2. Business Communication - Varinder Kumar- Kalyani Publication Ludhiana
3. Communication Skill- DR P L Pardeshi -Nirali Publication Pune
4. Essential of Business Communication - Rajendrapal - sultan chand & son New Delhi.

Cross-Cutting Issues
(Professional Ethics)



Paper No. 2.2
Business Communication – II

Course objectives

- i) To Develop Communication Skills of Students
- ii) To help in personality development
- iii) To improve speaking, learning, and interview skills of students.

Unit I Application for employment

Contents of application for the employment points to be considered while drafting an application, types of application, The write resume Application on prescribed format, Application format, personal record sheet.

Unit II

Effective oral communication

Principles of effective oral communication speech preparation, Guidelines of effective speech, The art of presentation, the essential features of an interview. Distinction between written and oral communication.

Unit III

Standard English in Business Writing

Nature of Language, Words of Meaning, Language Convention, Grammatical Correction, common errors in business writing, sentence & paragraph, Effective Business writing.

Unit IV

Modern Tele Communication

Tele conferencing, E-mailing, Faxes, Tele communication, Mobile Phone Conversation, Video conferencing.

Reference Books

1. Business Communication – D.D.Singhal – Ramesh Book Depo. Jaipur
2. Business Communication – Varinder Kumar- Kalyani Publication Ludhiyana
3. Communication Skill- DR P L Pardeshi –Nirali Publication Pune
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