



HSNC University Mumbai

(2021-2022)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Arts

For the Course

Business Communication

Curriculum – Second Year Undergraduate Programmes

Semester –III & IV

2021-2022



HSNC University, Mumbai

Board of Studies, English

- Dr. Pratima Das (Chairperson)-Vice Principal, Smt. CHM College, Ulhasnagar
- Dr. Geeta Sahu (Co-Chairperson) Assistant Professor, H. R. College, Mumbai

Members:

- Dr. Shalini R Sinha, Vice-Principal, K. C. College, Mumbai
- Dr. Jalaja G. Nair, Assistant. Professor, H.R. College, Churchgate
- Dr. Anjali Verma, Assistant. Professor, M. M. K. College, Bandra
- Dr. Kailas Aute, Associate. Professor, Smt. CHM College, Ulhasnagar
- Ms. Sana D. Karale, Assistant Professor. Smt. CHM College, Ulhasnagar
- Ms. Trisha Dutta, Assistant. Professor. H. R. College, Churchgate

Academician and Industry Experts:

- Professor. Thirupathi Kumar, Professor, EFL University, Hyderabad
- Mr. Ketan Bhagat, Author
- Dr. Dinesh Kumar, Dean of Research, V. G. Vaze College, Mulund
- Mr. Yogesh Bari, Industry Expert, Vice President-Learning and Development (Global), First Source Limited

Top Rankers:

- Ms. Kangana Pandaya, Student Representative, Pursuing full time MBA Programme at IIT Ahmedabad
- Ms. Soumya Ambasht, Student Representative,
- Ms. Preksha Raichandani, Student Representative, Business Finance Manager, Purplle.com

Section D

Business Communication

Part 1- Preamble

Communication has gained significant importance in all aspects of life. Spoken as well as written communication is an essential life skill which has enormous power if used and delivered effectively. In today's world, mastering the skills of Communication necessary in the Business world is the key to success. Since effective communication skills act as an aid for understanding and delivering knowledge in any subject, it is therefore mandatory to introduce a course in Business Communication to the Second Year Bachelors of Arts students. The syllabus offers a combination of theories as well as practical aspects of the subject. It has been carefully designed to ensure that the various components of listening, speaking, writing & presentation skills have been elaborated upon. The course will enable students to learn the essential communication skills and will prepare them to be job-ready. The course equips the learners with the necessary know-how of official correspondence, digital methods of interface, dynamics of group communication and communication involved for special purposes.

Semester III & IV

1. Course Objectives:

- To develop awareness of the nuances of the communication processes
- To develop effective listening skills in order to enhance critical listening competency
- To develop effective writing skills in order to enable students to write with precision, and also to develop understanding towards writing for special purposes.
- To develop confidence and knowledge of Business English in students of the Arts stream.
- To effectively make use of the various communication technologies in this digital era

2. Process adopted for Curriculum Designing:

A team was constituted with four internal members, four external teachers from the Departments of English, three experts from the industry and two student representatives to frame the syllabus. The syllabus was initially drafted and sent to the Board of Studies of the Department of English. A draft copy of the syllabus was then sent to academicians, experts from industry and research scholars through emails and their inputs were gathered through online meetings. These valuable inputs were deliberated and incorporated into the final syllabus.

Multiple meetings were held for deliberations and discussions of the syllabus. After discussion with them, online, via mail, via messages, the changes in the syllabus were introduced. This consisted of theory and practical components. The topics for self-learning, internal assessments, project and class tests were discussed.

3. Salient Features, how it has been made more relevant:

The curriculum focuses on the theoretical as well as practical aspects of Communication in general and Business Communication in particular. The curriculum aims to pay special attention towards skills to be used at the workplace which are essential.

The Business Communication course comprises of two semesters- Semester III & Semester IV in the Second Year of the Bachelors of Arts Program. Each semester has 3 units. Keeping in tune with UGC norms, four lectures per division has been assigned for the course. A total number of 3 credits have been assigned for this paper. The internal assessment carries 40 marks while the external examination comprises of 60 marks. Therefore, the Internal (formative assessment) and external (summative assessment) examination is in the ratio of 40:60.

The current course is designed to enhance the theoretical knowledge and practical skills that the subject offers. While designing of the syllabus care has been taken to balance the theory of communication and the practical spoken and written aspects of the subject. The course would contribute towards making the students better communicators especially in the workplace.

4. Learning Outcomes

After successful completion of the course the students should be able:

- 1) To develop enhanced communication skills and learn to apply them as required
- 2) To be skilled at adjusting in the business world and using appropriate business language
- 3) To develop confidence in their written and spoken abilities so as to excel at the workplace
- 4) To develop sensitivity towards human relationships and imbibe critical thinking abilities

5. Input from stakeholders:

The experts from the industry & academia suggested topics which could be deleted, added or modified in the proposed syllabus. According to these suggestions, the topics for the syllabus, self-learning & internal assessments were finalized. Keeping in mind the demands from the industry, an attempt has been made to prepare a syllabus which will be conducive towards the present times.

Part 2 - The Scheme of Teaching and Examination

Semester – III& IV

S.N	Subject Code	Subject Unit Title		Lect ures	Total No. of Lectures	Credi t	Tot al Mark s
1.	UA-BC-203c	I	Theory of Communication	15	45	3	100 (60+40)
		II	Business Correspondence	15			
	UA-BC-204d	III	Language & Writing Skills	15			

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1.	Ability Enhancement Courses	UA-BC-203c UA-BC-204d	Business Communication

Second year Semester -III& IV Internal and External Assessment Details

Sr. No.	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)					Credit	SLE	Evaluation Scheme					Total Marks
			Unit	S L	L	T	P			CT	Proj	TA	SEE		
1.	UA-BC-203c UA-BC-204d	Business Communication	3	20%*	4	-	0	3	10	15	10	05	60	100	

*A few lectures to be taken for CONTINUOUS self-learning evaluation

Second Year Semester III & IV- Units – Topics – Teaching Hours

Periods: 45 lectures per semester

- Lecture Duration – 50 Minutes
- One Credit = 15 Hours of Classroom teaching

Part 3: Detailed Scheme of Syllabus

Semester – III Units – Topics – Teaching Lectures

Curriculum Topics along with Self-Learning topics -

Business Communication (Total Lectures: 45)

Unit-1: Theory of Communication [15 Lectures]

- 1.1 Concept of Communication: Models of Communication – Linear / Interactive / Transactional / Traditional ; Meaning, Definition, Process, Need, Feedback ;
Emergence of Communication as a key concept in the Corporate and Global world
- 1.2 Communication at Workplace: Channels - Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine, Methods – Verbal / Non-Verbal (including Visual),
Objectives of Communication; Business Etiquette (telephone etiquette, office etiquette, netiquette, greetings etiquette)
- 1.3 Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers, Ways to overcome these Barriers
- 1.4 Listening Skills: Importance of Listening Skills, Obstacles to Listening, recommendations for cultivating good Listening Skills

Unit-2: Business Correspondence [15 Lectures]

- 2.1 Theory of Business Letter Writing: Parts, Structure, Layouts-Full Block, Principles of Effective Letter Writing, Principles of effective E - mail Writing
- 2.2 Personnel Correspondence: Statement of Purpose, Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (to be discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation

Unit-3: Language & Writing Skills [15 Lectures]

- 3.1 Paragraph Writing: Developing an idea, using appropriate linking devices, Cohesion and Coherence etc
- 3.2 Digitalized Communication: Moodle, Social media (Face book, Twitter & WhatsApp), Web conferencing tools - Advantages & Disadvantages
- 3.3 Business Ethics: Ethics at workplace, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and Media, Computer Ethics , Corporate Social Responsibility

Self-Learning topics (Unit wise):

Sub- unit	Topic
3.2	Develop a LinkedIn Profile OR
	Case studies on different topics OR
3.4	Paragraph Writing: Developing an idea, using appropriate linking devices, Cohesion and Coherence etc

Online Resources:

https://nptel.ac.in/courses/110/105/110105052/ (Unit 1:1.2)
https://nptel.ac.in/courses/109/104/109104107/ (Unit 1:1.2)
https://onlinecourses.swayam2.ac.in/cec20_mg32/preview (Unit 1: 1.4)
https://www.digimat.in/nptel/courses/video/110105079/L01.html (Unit 1: 1.4)
https://nptel.ac.in/courses/109/106/109106094/ (Unit-3: 3.4) (week 5)
https://www.youtube.com/watch?v=L1J9ZPVydrC (Unit-3: 3.4)
https://www.youtube.com/results?search_query=guidelines+on+paragraph+writing (Unit-3: 3.4)

Third Semester		
Internal Evaluation of 40 Marks		
Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	15 Marks
2	One assignment based on curriculum (to be assessed by the teacher Concerned	10 Marks
3	Self-Learning Evaluation	10 Marks
4	Active participation in routine class instructional deliveries	05 Marks

Evaluation Pattern:	Third Semester-End Examination of 60 Marks	Duration : 2 Hours
----------------------------	---	---------------------------

Question 1	Essay type question on Unit 1 (one out of two)	15 Marks
Question 2	Short Notes on Unit 1(Three out of Five):	15 Marks
Question 3	Drafting of Letters (Two out of Four):	15 Marks
Question 4	Essay type question on Unit 3 (one out of two)	15 Marks

Reference Books:

Sr. No.	Title Author/s Publisher	Edition Year
1	Effective Listening Skills by Kratz, Abby Robinson, Irwin Professional Publishing, Toronto, 1995	1995
2	Body Language by Allan Pease, Sudha Publications, Delhi, 1998	1998
3	Essentials of Business Writing by Guffey Mary Ellen, South-Western College Publishing, Ohio	2000
3	Business Communication Strategies by Monippally, Matthukutty, M., Tata McGraw Hill, New Delhi, 2001	2001
4	Basic Business Communication: Skills for Empowering the Internet Generation by Raymond V. Lesikar and Marie E. Flatley, 9 th Edition, Tata McGraww Hill, New Delhi, 2002	2002
5	Business Communication by Meenakshi Raman and Prakash Singh, Oxford University Press, 2007	2007
6	Effective Business Communication by Herta A. Murphy, Herbert W.Hildebrandt, Jane P.Thomas, McGraw Hill, 2008	2008
7	Business Communication: Making Connections in a Digital World by Raymond V. Lesikar, 13 th Edition, McGraw Hill Education, 2009	2009
8	Non-Verbal Communication: Studies and Applications by Moore, Ninja-Jo, Oxford University Press, New York, 2010	2010
9	Business Communication by D. Chaturvedi and MukeshChaturvedi, Third Edition, Pearson, 2013	2013
10	Ethics in Management by S.A.Sherlekar, Himalaya Publication, New Delhi.	2016
11	Business Ethics by Pearson, 8 th Edition, Pearson Education.	2018

Semester IV

Part 5: Detailed Scheme of Syllabus

Semester – IV Units – Topics – Teaching Lectures

Curriculum Topics along with Self-Learning topics -

Business Communication (Total Lectures: 45)

Unit-1: Group Communication [15 Lectures]

- 1.1 Interview Skills: Group Discussion, Preparing for an Interview, Types of Interviews – Job, Appraisal, Grievance, Exit, Online
- 1.2 Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics, Drafting of Notice, Agenda and Resolutions
- 1.3 Committees and Conferences: Importance & Types of Committees, Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Skype & Webinar
- 1.4 Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR, Crisis Management, Press Release

Unit-2: Business Correspondence [15 Lectures]

- 2.1 Trade Letters: Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Promotional Leaflets and Fliers, Consumer Grievance Redressed Letters, Letters under Right to Information (RTI) Act

Unit-3: Language and Writing Skills [15 Lectures]

- 3.1 Reports and Business Proposals: Parts, Types, Feasibility Reports, Investigative Reports, Drafting of Business Proposals
- 3.2 Summarization: Identification of main and supporting/sub points, Presenting these in a cohesive manner

Self-Learning topics (Unit wise):

Sub- unit	Topic
1.1	Interview Skills: Group Discussion, Preparing for an Interview, Types of Interviews – Job, Appraisal, Grievance, Exit, Online OR
3.2	Survey and Report Writing OR
2.1	Sales Presentation /Ad making

Online Resources:

https://nptel.ac.in/courses/109/105/109105144/(week 7&8) (Unit 1:1.1)
https://nptel.ac.in/content/storage2/courses/109104030/Module8/Lecture25.pdf ((Unit 1:1.1)
http://www.laspositascollege.edu/raw/summaries.php (Unit 3: 3.2)
https://nptel.ac.in/content/storage2/courses/121106007/Assignments/Assignment%201.pdf (Unit 3: 3.2)
https://www.youtube.com/watch?v=Ed7S4r7hrDY (1:1.1)

Fourth Semester		
Internal Evaluation of 40 Marks		
Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	15 Marks
2	One assignment based on curriculum (to be assessed by the teacher Concerned	10 Marks
3	Self-Learning Evaluation	10 Marks
4	Active participation in routine class instructional deliveries	05 Marks

Evaluation Pattern:	Fourth Semester-End Examination of 60 Marks	Duration : 2 Hours
----------------------------	--	---------------------------

Question 1	Essay type question on Unit 1 (one out of two)	15 Marks
Question 2	Short Notes on Unit 1(Three out of Five)	15 Marks
Question 3	Drafting of Letters (Two out of Four)	15 Marks
Question 4	Drafting of Report (One out of Two)	15 Marks

Reference Books:

Sr. No.	Title Author/s Publisher	Edition Year
1	Modern Business Correspondence by Garlside, L.E., McDonald and Evans Ltd., Plymouth	1980
2	Effective Communication Made Simple by Eyre, E.C., Rupa and Co., Calcutta	1985
3	Excellence in Public Relations and Communication Management edited by James E. Grunig, Lawrence Eribaum Associates Hillsdale, NJ 1992	1992
4	Making Meetings Work by Barkar, Alan, Sterling Publications Pvt. Ltd., New Delhi	1993
5	How to Interview and be Interviewed by Brown, Michele and Gyles Brandreth, Sheldon Press, London	1994
6	The Right Way to Conduct Meetings, Conferences and Discussions by H.M. Taylor and A.G. Mears, Elliot Right Way Books	1994
7	The Essence of Effective Communication by Ludlow, Ron, Prentice, New Delhi	1995
8	Communication in Organisation by Fisher Dalmar, Jaico Publishing House, Delhi	1999
9	<i>Effective Academic Writing</i> by Savage, Alice. Oxford:OUP	2005
10	Business Communication by Ramesh Tiwari, Pointer Publication, Jaipur	2006
11	Business Communication II by Muktha M. Jacob, ChippyS.Bobby, ShefaliNaranje, Himalaya Publishing House	2008
12	"What Is Public Relations?" by Roos, Dave, SAGE. New York	2014
13	The Art of the Interview by James Storey, Create Space Publishing	2016