

MAMASAHEB MOHOL COLLEGE

PUAD ROAD-38

F.Y.Bca. Subject Name -: Business Communication Skill

Compulsory Paper

Code -: 104

Course Outcomes :

CO1. To improve various skills such as linguistic, non linguistic and Paralinguistic skills.

CO2. To develop an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.

CO3. To create awareness among student about Methods and Media of communication.

CO4 Analyses and preparation of reports & minutes of meeting.

CO5 Described different forms of communication, its importance & need– Fax, E-mail etc.

UNIT NO.	CHAPTER	Course Specific Outcomes
1.	Introduction to Communication : 1.1 Meaning 1.2 Definition 1.3 Objective, Process, importance. 1.4 Principles of effective communication 1.5 Barriers to Communication and its types 1.6 Overcoming Barriers.	To Understand the Process of communication.
2.	Methods of Communication : 2.1 Verbal Communication 2.1.1 – Written Communication-Advantages & Limitations (Letters, Memo, Agenda, Notice & Reports) 2.2.2 Oral Communication) -Advantages & Limitations (Personal & Telephonic) 2.2 Non-Verbal Communication -Advantages &	1. To Create awareness of various methods and type of communication. 2. To Develop an understanding of Oral communication.

	Limitations 2.2.1 Silence 2.2.2 Body Language 2.2.3 Signs & Symbols 2.3 Grapevine	
3.	Oral Communication: 3.1 Meaning, Nature, Scope 3.2, Principles of Effective Oral Communication 3.3 Techniques of Effective Speaking 3.4. The Art of Listening, 3.5 Principles of Good Listening- Barriers to Listening	1. To Understand the meaning of oral communication and listening. 2. To learn what is grapevine.
4.	Business Correspondence : 4.1 Need, Functions of Business Correspondence 4.2 Components and layout of Business letter, 4.3 Drafting of letters: Enquiry, order, Complaints and follow up , Sales, Circulars. 4.4 Email etiquette	1. To develop an understanding of the need and importance of Business Correspondence. 2. To Learn layout of a business letters.
5.	Information Technology for Communication : Introduction, Advantages and Limitations of – Telex, Telegram, Fax, Voice Mail, Teleconferencing, Video Conferencing, Internet and Social Media Sites, E-communication at work place.	1. To study the various media of communication used in industry today. 2. To Understand the advantages and disadvantages of various modes of communication.
6.	Job Seeking Skills : 6.1 Job application letter 6.2 Curriculum Vitae 06 Page 14 of 27 6.3 Group Discussion 6.4 Interview Skills 6.5 Presentation Skills	1.To Understand and improve job seeking skills. 2. To learn the drafting of a curriculum vita.

Evaluation Methods:

Diagnostic evaluation test to identify slow learner and advanced learner.

Formative and Summative Evaluation

Formative Evaluation : Knowledge, Understanding and Skills.

Summative Evaluation : Group Discussion, Assignment, Mid Sem. Examination and University Examination.

Recommended Books:

1. Business Communication (Principles, Methods and Techniques) Nirmal Singh Deep & Deep Publications Pvt. Ltd, New Delhi.

2. Essentials of Business Communication Rajendra Pal & J. S. Korlhalli Sultan Chand & Sons, New Delhi.

3. Media and Communication Management – C.S. Raydu Himalaya Publishing House, Mumbai

4. Professional Communication- Aruna Koneru- Tata McGraw-Hill Publishing Co. Ltd, New Delhi.
5. Creating a Successful CV - Siman Howard - Dorling Kindersley.
6. Business Communication – Dr.Anjali Kalkar, Ashapak G. Nadaf , Tech- Max Publication, Pune
7. Effective Documentation and Presentation- Urmila Rai& S.M. Rai – Himalaya Publishing House, Mumbai.
8. Principles Practices of Business Communication – Aspi Doctor & Rhoda Doctor – Sheth Publishers Pvt. Ltd.
9. Business Communication – Concepts, Cases and Applications – P.D. Chaturvedi, Mukesh Chaturvedi, 2nd Edition (2013)