

SEMESTER - II
Skills of Business Communication
Computer Code-2002

Module 2.2

Evaluation Pattern: Internal Evaluation 25 Marks

External Evaluation 75 Marks

Unit	Topic	Weight age %	No. of Periods
	<i>Objective:</i> To familiarize students with communications skills relating to business and finance.		
1	<p><u>Concept of communication :</u></p> <p>Definition, Need & Importance of Communication, Process of Communication, Characteristics of Effective Communication, Methods & Modes of Communications.</p> <p><u>Reading :</u></p> <p>Reading with fluency & speed, Ways of reading, Skimming, Scanning, Extensive reading, identifying, inferring, Interpreting, Collecting & Re-ordering relevant information from text vocabulary, Grammar Language Structure & Punctuation.</p>	25	15
2	<p><u>Writing :</u></p> <p>Organized presentation of matter (Factual/Informative, Descriptive or Persuasive)</p> <ul style="list-style-type: none"> • Editing, summarizing, considering, (practice to be given through comprehension passages, summarization, book review, note-making précis writing from literary texts, business & financial 	25	15

	<p>journals, magazines & news papers. Familiarity & acquaintance with business & financial terms should be encouraged.)</p> <ul style="list-style-type: none"> • Correspondence in different registers :- <ul style="list-style-type: none"> - Theory of Letter Writing - 7 Cs of Letter Writing - Revision of structure of forms of layout - Appearance of B.L - Use of Computer for Letter Writing. <p>Official</p> <ol style="list-style-type: none"> a) Enquiries/Complaints & Replies, Representations b) Letters of applications for jobs, Inter-departmental Memos c) Letters to Bank d) Request for loans, Overdraft, Current A/c, Credit Facility, Status Enquiry, Letters related to Share Market, Capital Market. <p>Semi Official - Letters to Editors</p> <p>Social Correspondence :</p> <ol style="list-style-type: none"> e) Invitations, Congratulations, Condolences. f) Appeal e.g. blood donations, environmental and other civic issues. 		
3	<p><u>Speaking / Listening :</u></p> <p>Fluency, pronouncing, voice modulation, tone pitch, sensitivity to audience.</p> <p>How to listen effectively - listening comprehension meaning & sequence of thought (practice may be given through audio-video methods) passages/exercises to be set to highlight the objective of communications with special emphasis on ‘You’ attitude.</p> <p><u>Barriers to Communication :</u></p>	25	15

	Types of Barriers : Physical, Mechanical, Psychological, Linguistic, Socio- Cultural, Barriers to Listening. How to overcome barriers (to be taught along with case studies, assignments, tasks, field visit etc.)		
4	<p><u>Group Communication :</u></p> <p>A) Written aspects :</p> <p>1. Drafting Notice, Agenda, resolutions, Minutes of Meetings.</p> <p>2. Drafting of Reports structure of Business Report, Various Types of Reports-</p> <p>Following reports to be studied - Routine, Investigative, Projects, Director's Report etc.</p> <p>B) Oral aspects :</p> <p>1. Interviews</p> <p>2. Group Discussions</p> <p>3. Presentations</p> <p>4. Speeches : Social/Corporate Situation</p>	25	15
	Total	100	60

Suggested Readings:

1. Basic Course for Spoken English, Dr. S.L.Kudchedkar, An SNTD Publication
2. Writing Skills, Dr, Aayesha Banatwala, An SNTD Publication
3. Strengthen Your English, Narayanswami, Orient Longman Publication
4. Business Communication, Rai and Rai, Himalaya Publication 2011.