

B.Com. II
Semester III
C.C. English (Lower Level)
Non English Medium
Computer Code 320301
4 credits

Objectives : At the end of this semester, the student will:

1. Be familiar with the theory of effective business communication
2. Learn the basics of Business Correspondence.
3. Develop competence in Verbal and Non-Verbal Communication.
4. Learn to take notes and messages
5. Develop comprehension skills and critical thinking by responding to fiction.

Unit	Topic	Weightage %	Lectures
1.	Theory of Business Communication: a. The process and methods of communication. b. Barriers to communication. c. Channels of Communication.	25	15
2.	a. Oral Communication <ul style="list-style-type: none"> • Face-to-face Conversation • Telephonic conversion • Presentation skills • Public speaking • Interview • Group Discussion • Negotiation • Meeting (The above topics need not be business oriented but the unit must create situations that will enable students to speak with confidence) b. Written Communication <ul style="list-style-type: none"> • Grammar – verb tenses, articles, prepositions, making interrogative. • Comprehension • Memo c. Body language <ul style="list-style-type: none"> • Appearance, clothing and accessories • Posture and gestures • Facial Expressions, eye contact and smile • Energy, space, time. 	25	15
3.	a. Complaint letters b. Claims and Adjustments c. Taking and leaving messages d. Writing a note	25	15
4.	Sudha Murthy's Wise and Otherwise, Stories 1 to 7.	25	15

Prescribed Text: Sudha Murthy, Wise and Otherwise, East West Books.

Recommended Books

1. Business Communication – Urmila Rai and S.M. Rai, Tenth Edition, 2008. Himalaya Publishing House.
2. Communication for Business. Shirley Taylor, Longman Pearson Education, 2004.
3. Principles and Practice of Business Communication, Aspi Doctor and Rhoda Doctor, Sheth Publishers.
4. Chetana English Grammar and Composition A.A. Menon. Chetana Publication, 2008.