

CIRCULAR :-

A reference is invited to the Ordinances, Regulations and syllabi relating to the B. Com. and B.A. degree courses vide this office Circular No.UG/242 of 2005, dated 24th June, 2005 and the Principals of the affiliated colleges in Commerce and Arts and the Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Board of Studies in English at its meeting held on 15th April, 2009 has been accepted by the Academic Council at its meeting held on 21st April, 2009 vide Item No.4.23 and that, in accordance therewith, the syllabus of Business Communication for F.Y. B.Com. and S.Y.B.A. is revised as per Appendix and that the same has been brought into force with effect from the academic year 2009-2010 onwards.

MUMBAI-400 032
16th June, 2009

PRIN K VENKATARAMANI
REGISTRAR

To,

The Principals of the affiliated colleges in Commerce and Arts and the Professor-cum-Director, Institute of Distance Education.

A.C./4.23/21.04.2009

No.UG/ 227- A of 2009,

MUMBAI-400 032

16th June, 2009

Copy forwarded with compliments for information to: -

- 1) The Dean, Faculty of Commerce and Arts
- 2) The Chairman, Board of Studies in English.
- 3) The Controller of Examinations,
- 4) The Co-ordinator, University Computerization Centre.

(D.H. KATE)

DEPUTY REGISTRAR
(U.G./P.G SECTION)

Copy to: -

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO), the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular and that, no separate Action Taken Report will be sent in this connection. The Assistant Registrar Constituent Colleges Unit (2 copies), BUCT (1 copy), the Deputy Account, Unit V (1 copy), the In-charge Director, Centralize Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Superintendent Post Office.

UNIVERSITY OF MUMBAI



Revised Syllabus
For the
F.Y.B.Com. and S.Y.B.A.
Of
Business Communication
in
English

(With effect from the academic year 2009-2010 onwards)

- Course Objectives:**
1. To develop awareness of the complexity of the communication process
 2. To develop effective listening skills in students so as to enable them to comprehend instructions and become critical listeners.
 3. To develop effective oral skills so as to enable students to speak confidently, interpersonally as well as in large groups.
 4. To develop effective writing skills so as to enable students to write in a clear, concise, persuasive and audience- centered manner.
 5. To develop the ability to communicate effectively with the help of electronic media.

First Term

Unit 1: Theory of Communication

No. of lectures 40

1. Concept of Communication –

Meaning, Definition, Process, Need, Feedback
Emergence of Communication as a key concept in the Corporate and Global world
Impact of technological advancements on Communication

3

2. Channels and Objectives of Communication –

Channels--

Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine

Objectives of Communication --

Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees
(A brief introduction to these objectives to be given)

3

3. Methods and Modes of Communication –

Methods --

Verbal and Nonverbal

Characteristics of Verbal Communication

Characteristics of Non-verbal Communication

Modes --

Landline, Wireless and Cellular Phones

Facsimile Communication [Fax]

Computers and E- communication

Video and Satellite Conferencing

3

4. Problems in Communication /Barriers to Communication --

Physical/ Semantic or Language / Socio-Cultural / Psychological Barriers
Ways to Overcome these Barriers

3

5. Listening –

Importance of Listening Skills

Cultivating good Listening Skills

2

Unit 2: Business Correspondence

1. Theory of Business Letter Writing --

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block
Principles of Effective Letter Writing

2

2. Personnel Correspondence –

Statement of Purpose
Job Application Letter and Resume
Letter of Acceptance of Job Offer, Letter of Resignation
[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

10

Unit 3: Writing Skills

8

1. Commercial Terms used in Business Communication

2. Paragraph Writing --

Developing an idea, using appropriate linking devices, etc
Cohesion and Coherence, self-editing, etc
[Interpretation of technical data, short composition, a short informal report, etc]

Tutorial Activities :

Marks 10

1. Listening Comprehension
2. Remedial Teaching
3. Speaking Skills: Presenting a News Item, Dialogue and Speeches
4. Paragraph Writing: Preparation of the first draft, Revision and Self – Editing
5. Reading Comprehension: Analysis of texts from the fields of Commerce and Management

Second Term

No. of Lectures 40

Unit 1: Presentation Skills

1. Presentations –

(to be tested in tutorials only)
Principles of Effective Presentation
Effective use of OHP
Effective use of Transparencies
How to make a Power-Point Presentation

4

Unit 2: Group Communication

1. Interviews –

Group Discussion
Preparing for an Interview
Types of Interviews – Selection, Appraisal, Grievance, Exit

5

2. Meetings –

Need and Importance of Meetings, Conduct of Meeting
Role of the Chairperson, Role of the Participants
Drafting of Notice, Agenda and Resolutions

4

3. Conference –

Meaning and Importance of Conference
Organizing a Conference
Contemporary Methods: Video and Tele – Conferencing

3

4. Public Relations –

Meaning
Functions of PR Department
External and Internal Measures of PR

4

2



1. Trade Letters –

Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Adjustments, Collection (just a brief introduction to be given)

Only following to be taught in detail:-

Letters of Complaint, Claim, Adjustment
Sales Letters, Promotional Leaflets and Fliers
Consumer Grievance Letters
Letters under Right to Information (RTI) Act

[Teachers must provide students with theoretical constructs wherever necessary in order to create awareness. However students are not be tested on the theory.]

Unit 4: Writing Skills

1. Reports –

Parts, Types
Feasibility Reports, Investigative Reports

4

2. Summarisation --

Ability to identify main points and supporting points and to present these in a cohesive manner.

4

Tutorial Activities:

Marks 10

1. Presentations
2. Group Discussion
3. Mock Interviews
4. Mock Meetings / Conferences
5. Book Review/Summary

[Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature such as – Sun Tzu :The Art of War, Eliyahu M. Goldratt : The Goal , Eliyahu M. Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, Chetan Bhagat One Night At A Call Center, Chetan Bhagat My Three Mistakes , Malay Choudhary: Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire]
[N.B.: The above list is only indicative and not prescriptive.]

- Each Term End Examination will be of 40 marks.
- Tutorials : 20 Marks - - Which could be tested term-wise, allocating 10 marks each.
- A student failing to submit the tutorial will not be allowed to appear for the examination.
- Testing could be based on-- (i) Tutorial tests
(ii) Project Work
(iii) Oral Communication
- Theory Examination (80 marks)
- Tutorial Testing (20 marks)

Dr. Mamta Muthal, Convener

(Late) Mrs. Meghana Sant, HOD Siddhrth College
Mrs. Vandana Joshi, Rizvi College
Dr. Nandita Roy, Raheja College
Dr. Ahalya Samtaney, H.R. College
Mrs. Saroj Tulankar, DAV College

Mr. Satyendra Gaur, K.J.Somaiya College
Dr. [Mrs] Pratima P. Malwadkar, Chetana College
Mrs Saradha G, K.C.College
Mr. Prashant Shelar, Podar College
Mr. K.V.Thomas, Sddharth College

Prescribed Text Book : Business Communication, prepared by the Board of
Studies in English.

Suggested Reading:

1. Agarwal, Anju D(1989) A Practical Handbook for Consumers, IBH.
2. Allen, R.K.(1970) Organisational Management through Communication.
3. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
4. Aswalthapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
7. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
8. Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
9. Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
10. Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
11. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
12. Bhargava and Bhargava(1971) Company Notices, Meetings and Regulations
13. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
14. Bovee Courtland,L and Thrill, John V(1989) Business Communication - Today McGraw Hill, New York, Taxman Publication.
15. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
16. Darrow, Richard, Dan Forrstal and Aubrey Coolman, (1967) Public Relations Handbook, The Dartwell Co., Chicago.
17. Dayal, Ishwar(1981) Managing Large Organizations: A Comparative Study.
18. Drucher,P.F.((1970) Technology, Management and Society, Pan Books London.
19. Drucher,P.F.((1974)Management Responsibilities Practices, Heinemann, London.
20. Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
21. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
22. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
23. Frailley, L.E. (1982) Handbook of Business Letters, Revised Ed. Prentice Hall Inc.
24. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New Delhi.
25. Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
26. Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
27. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
28. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
29. Lesikar, Raymond V and John D.Petit (1994) Business Communication: Theory and Application, Richard D. Irwin Inc. Illinois.
30. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice, New Delhi.
31. Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
32. Majumdar,P.K.(1992) Commentary on the Consumer Protection Act, Prentice, New Delhi.
33. McQuail, Denis (1975), Communication, Longman.
34. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
35. Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
36. Montagu,A and Matson, Floyd(1979) The Human Connection, McGraw Hill,New York.

37. Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
38. Parry, John (1968) The Psychology of Human Communication.
39. Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
40. Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc.
41. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
42. Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
43. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo.

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