

UNIVERSITY OF MUMBAI
No.UG 464 of 2004

CIRCULAR

Attention of Principals of the affiliated colleges in the faculties of Arts and Commerce is hereby invited to this office Circular No.UG 344 of 2002 dated 17th August, 2002 relating to the scheme of examination for F.Y.B.Com. and S.Y.B.A. courses and they are hereby informed that the recommendation made by the Board of Studies in English at its meeting held on 25th March, 2004 has been accepted by the Academic Council at its meeting held on 18th June, 2004 vide item No.4.18 and that in accordance therewith the term-wise distribution of the syllabus and pattern of question paper for Business Communication to be taught at the F.Y.B.Com. and S.Y.B.A. levels is modified as per Appendix and that the same has been brought into force with effect from the academic year 2004-2005.

Mumbai 400 032
28th October, 2004


for I/c REGISTRAR.

To,
Principals of the affiliated colleges in the faculties of Arts and Commerce.

A.C.4.18:18.06.04

No.UG 464-A of 2004

28th October, 2004

Copy forwarded with compliments to the :-

- 1) the Dean, Faculty of Arts and Commerce.
- 2) the Chairman, Board of Studies in English.


for I/c REGISTRAR.

Copy to :

The Director, Board of College and University Development, the Controller of Examinations the Deputy Registrar (Eligibility & Migration Section), the Director of Students welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-centre, Ratnagiri, for information.

The Controller of Examinations (10 copies), F. & A.O. (Accounts Section) Fort (2 copies), Record Section (5 copies), Publication Section (5 copies), D.R., (Enrolment, Eligibility & Migration Section) (3 copies), D.R., Statistical Unit (2 copies), D.R., (Accounts Section) Vidyasagar (2 copies), the Director, U.C.C., I.D.E. Bldg., D.R. (Affiliation Section) (2 copies), D.R., (P.R.O.) (2 copies), A.R., E.A.U. (2 copies), A.R., A.A. Unit (2 copies). He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council/Management Council referred to in the above Circular and that no separate A.T.R. will be sent in this connection. A.S., (2 copies), BUCTU (1 copy), Dy.Acct. (Unit V) (1 copy), Incharge, Central Computing



UNIVERSITY OF MUMBAI



**Termwise Distribution
of the
Syllabus for
Business Communication
at
F.Y.B.Com. & S.Y.B.A.**

(with effect from the academic year 2004-2005)

UNIVERSITY OF MUMBAI

Termwise distribution of the syllabus for Business Communication to be taught
at the F.Y.B.Com. and S.Y.B.A. levels
with effect from the academic year 2004-2005

1st Term:

Component A: Communication Theory:

- | | | |
|------------|-------|--|
| Topics No. | i) | Concept of Communication |
| | ii) | Objectives of Communication |
| | iii) | Methods of Communication |
| | iv) | Media and Modes |
| | v) | Channels |
| | vi) | Barriers |
| | vii) | Listening Skills |
| | viii) | Consumer Guidance Cell – to be taught only as
a background for the ‘Redressal letter’ |

Component B: Written Communication:

- ix) Theory of Written Communication
 - a) Parts of a letter
 - b) Letter lay-outs
 - c) Essentials of effective letter writing
- x) A: Job related and Personnel letters:
 - Job Applications + c.v.; and
 - Other related personnel letters:
Testimonials, Appointment, Promotion &
Confirmation letters, Memos of Warning

B: Goodwill letters
- xi) Consumer Guidance = “Redressal letters”

Component C: Oral Communication:

- Dialogues/Conversation in business situations
- Inquiries on Telephone
- Booking tickets / Rooms in hotels etc.
- Speeches, Paper-Presentations

2nd Term:

Component A: Communication Theory:

- | | | |
|-----------|------|---|
| Topic No. | i) | Group Communication: Meetings, Committees, Conferences, Group discussions |
| | ii) | Public Relations and Crisis Management |
| | iii) | Interviews |

Component B: Written Communication:

- iv) Trade letter: Inquiry, order, complaints, claims and adjustments
- v) Sales letters
- vi) Collection letters
- vii) Reports
- viii) Summarisation (to be tested in tutorials)

Component C: Oral Communication:

- i) Group Discussion
- ii) Mock Interviews

***The Question Paper Pattern for Business Communication
at the F.Y.B.Com. and S.Y.B.A. levels***

1st Term: **(Marks)**

Q.No.1: Objective type questions pertaining to effective use of language in business correspondence testing the students proficiency in English (Covering all the theory topics of the first term) **(8)**
Nature of questions – filling the blanks
abbreviations
rewriting sentences, removing
jargon, redundancy, grammatical /
spelling errors

Q.No.2: Short notes: any two out of four **(8)**

Q.No.3: Essay type: one out of three **(8)**

NOTE – All the first term theory topics MUST be covered under the second and the third question.

Q.No.4: A: Application letter & Bio-data **(8)**

B: Other personnel letters (only one) **(6)**
(letter layout to be given)

Q.No.5. A: Social letters / Goodwill letters **(5)**

B: Consumer Guidance: Redressal letter **(7)**

2nd Term

Q.No.1: Essay type questions: 1 out of 3 **(10)**
(Covering all the 2nd term theory topics)

Q.No.2: Notice, Agenda, Any two Resolutions **(8)**

Q.No.3: A: Trade letters: Order & Reply, **(6)**
Complaints, Claims & Adjustments

B: Credit and Status Inquiry **(6)**

Q.No.4: A: Sales' letter **(6)**

B: Collection letter **(6)**

Q.No.5: Report Writing: One out of two **(8)**

*Spc.FY.SY.B.Com.