


UNIVERSITY OF MUMBAI

No.UG/ 242 of 2005

CIRCULAR :

Attention of Principals of the affiliated colleges in the Faculties of Arts and Commerce is hereby invited to this office Circular No.UG.464 of 2004, dated 28th October, 2004 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 9th December, 2004 has been accepted by the Academic Council at its meeting held on 5th February, 2005 vide item No.4.19 and that in accordance therewith the syllabus in the subject of Business Communication at the F.Y.B.Com. and S.Y.B.A. examination has been revised as per Appendix and that the same has been brought into force with effect from the academic year 2005-2006.

Mumbai 400 032,
24th June, 2005.

 24/6
for REGISTRAR.

A.C.4.19/05.02.2005

To,

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

No.UG/ 242-A

of 2005

24th June, 2005.

Copy forwarded with Compliments for information to :-

- 1) The Deans, Faculty of Arts/Commerce
- 2) The Chairman Board of Studies in English

 24/6
for REGISTRAR.

Copy for information to :-

The Director, Board of College and University Development, Deputy Registrar (Eligibility and Migration)/the Personal Assistants to the Vice-Chancellor, the Pro-Vice-chancellor, the Registrar and the Assistant Registrar, Administrative Sub-Centre, Ratnagiri.

The Controller of Examinations (10 copies), The Finance and Accounts Officer, Accounts Section, Fort (2 copies), Director (U.C.C., I.D.E. Bldg., Vidyanagari Campus) (2 copies), The Deputy Registrar, A.A. Unit. (2 copies), D.R.(E.A.U.) (1 copy). They are 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. Accounts Section, Vidyanagari, Kharina Campus (2 copies), Record Section (5 copies) Publication Section (5 copies), CONCOL (1 copy), A. R., Enrollment (2 copies), In-charge, Central Computing Facility (1 copy), D. R., I.D.E. (10 copies), D. R., Statistical Unit (2 copies), D.R.(P.R.O.) (2 copies), Superintendent, Thesis Section (2 copies), Superintendent, P. G. Section (2 copies), BUCTU (1 copy), Secretary, MUASA (1 copy), Dy. Acctt. (Unit V) (1 copy) Receptionist (1 copy), Telephone Operator (1 copy).

UNIVERSITY OF MUMBAI



**Revised Syllabus
for
F.Y.B.Com/S.Y. B.A.
(Business Communication)**

(with effect from the academic year 2005–2006, 2006-2007,
2007-2008)

Revised syllabus in the subject of Business Communication at the F.Y.B.Com and S.Y.B.A examinations and the list of text books recommended for reference, as well as the format of the question paper, for the examinations to be held in the academic years 2005-2006, 2006-2007 and 2007-2008.

Periods: 60 Lectures + 20 Tutorials (3 lectures + 1 tutorial per week).

Marks: 90 (Theory) + 10 (Project) = 100

Objectives:

- To introduce new modes of communication that have gained importance in the recent years.
- To lay equal stress on both spoken and written communication in English.
- To make the course more student-centric and activity-oriented.

1st Term

Component A : Communication Theory:

- Topic I *The Concept of Communication*
Definitions.
The Process and the Importance of feedback
How to achieve effective communication.
Importance of communication in business.
- Topic II *Objectives of Communication:*
Information
Orders and Instructions
Education and Training
Motivation and Raising of Morale.
Suggestion, Counselling, Advice (To be related to Public Relations.)
Persuasion (To be related to sales and collection letters.)
Warning (To be related to collection letters.)
- Topic III *Methods of Communication:*
a) Verbal Communication - Oral & Written: Definition; Types;
Advantages; Disadvantages;
How to make Oral/Written communication effective.
b) Non-verbal Communication - Definition & Importance
Non-verbal communication media:
Body Language - Posture, gestures, expressions, dress & grooming, space and proxemics.
Communication through signs and symbols - signs, colours, posters, charts, maps and graphs.
- Topic IV *Media and Modes:*
Importance, advantages and disadvantages of these modes.
Landline, wireless and cellular phones.
Facsimile Transmission (Fax)
Computers - Multimedia, Internet, E-mail.
Satellite - Teleconferencing, Videoconferencing.

- Topic V *Channels of Communication:*
Formal Channels - Vertical (And Upward), Horizontal, Consensus.
Informal Channel - Grapevine.
- Topic VI *Barriers to Communication and how to overcome them:*
Physical Barriers.
Language Barriers
Socio-psychological Barriers
Cross-Cultural Barriers
- Topic VII *Listening Skills and the Use of Silence in Communication*

Component B: Written Communication:

- Topic VIII *Written Communication: Theory*
Parts of a Letter.
Forms of Layout.
Essentials of effective Letter-writing.
- Topic IX *Letters*
Personnel Letters:
Job application and Bio-data (Resume/C.V.)
Goodwill Letters.

2nd Term

Component A: Communication Theory

- Topic X *Group Communication:*
Meetings - Definition; Types; Purpose.
Preparation and conduct of a meeting.
Drafting of Notice, Agenda & Resolutions of Joint Stock Companies (First Board Meeting, Board Meeting prior to the AGM and the AGM).
Committees - Definition; Types; Purpose.
Conferences - Definition; Purpose; Preparation and conduct of a conference.
- Topic XI *Interviews:*
Purpose and types
Techniques of conducting interviews.
Role of the interviewer and the interviewee.
- Topic XII *Public Relations:*
Need and Importance.
Internal Public Relations:
Suggestion schemes, Advice, Counseling,
Publications: House Organs, Bulletins, etc.
External Public Relations:
Image Building: Open house, Exhibitions, Fairs, Shows, Conferences, Seminars, Visits, etc.
Use of Mass Media: Press Releases, Newsletters, Press Handouts.

Component B: Written Communication:

Topic XIII *Trade Letters:*

Inquiries.
Replies to Inquiries
Status Inquiries and Credit Letters
Complaints, Claims and Adjustments
Collection Series.
Sales Letters.

Topic XIV *Theory of Consumer Guidance Cell* (Should be taught for use in letters but no direct question should be asked.)

Topic XV *Redressal Letters:*

Consumer Grievances Redressal Letters.

Topic XVI *Report Writing:*

Parts of a Report.
Individual Reports.
Committee Reports.

Component C - Tutorials

Suggestions for Teaching and Testing.

I Term

- 1) Reading Skills - Skimming, Scanning, etc.
- 2) Dialogues.
- 3) Speeches.
- 4) Summarisation

II Term

- 1) Mock Interviews
- 2) Group Discussions.
- 3) Presentations.
- 4) SWOT Analysis.
- 5) Paragraph Writing - developing an idea, using appropriate linking devices.

Rapid Reading

A list of books suggested for Rapid Reading may be used for reading skills, paragraph writing, summarization, presentations and remedial grammar:

- 1) *Count your chickens before they hatch* --Arindam Chaudhuri.
- 2) *Jonathan Livingston Seagull* -- Richard Bach.
- 3) *India Unbound* -- Gurcharan Das.
- 4) *Who Moved My Cheese?* --Spencer Johnson.

(N.B. - The above list is indicative, not prescriptive.)

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

1st Term-end Examination

Duration: 2 Hours

Maximum Marks: 50

- Q.No.1: Objective type questions pertaining to effective use of language in Business correspondence. (8)
(Covering all the theory topics of the 1st term.)
Nature of questions - Filling in the blanks, Abbreviations
Rewriting sentences, Removing
jargon / Redundancy / Grammatical /
Spelling errors.
- Q.No.2: Short notes: any 3 out of 5. (12)
- Q.No.3: Essay type: 1 out of 2. (8)
- Q.No.4: Essay type: 1 out of 2. (8)

N.B. - All the first term theory topics must be covered under the second, third and fourth questions.

- Q.No.5: A: Application Letter and Bio-data. (9)
B: Social Letters / Goodwill Letters (5)

2nd Term-end examination

- Q.No.1: Essay type questions: 1 out of 3 (10)
(Covering all the 2nd term theory topics)
- Q.No.2: Notice, Agenda and two Resolutions. (8)
- Q.No.3: A: Trade letters: Inquiries and Replies, (6)
Complaints, Claims and Adjustments.
B: Credit and Status Inquiry, Collection Letter. (6)
- Q.No.4: A: Sales Letter (6)
B: Redressal Letter (6)
- Q.No.5: Report Writing: 1 out of 2. (8)

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3. Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
4. Aswalthappa, K (1991) Organisational Behaviour, Himalaya Publications, Mumbai.
5. Athreya 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. Barker, Alan (1993) Making Meetings Work, Sterling Publications Pvt.Ltd., New Delhi.
9. Basu C.R (1998) Business Organisation and Management, T.M.H New Delhi.
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11. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New Work.
12. Bhargava & Bhargava (1971) Company Notices Meetings and Regulations, Taxman Publication.
13. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
14. Bovee Courtland. L and Thill, John V (1989) Business Communication Today, McGraw Hill, New York.
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