

B. Com Programme

Paper Code: 21BC-104
Nomenclature: English

Total Credits: 2
Maximum Marks-100
Theory- 80 marks
Internal Assessment- 20 marks
Time: 3 hrs

Note: There shall be nine questions in all. Question no. I shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Students will have to attempt one question from each unit. All questions shall carry equal marks.

Course Objectives:

1. To familiarize the students with the nature and importance of communication.
2. To orient the students towards theory and practice of Communication Skills.
3. To impart knowledge of common courtesies and conversational practices.
4. To acquaint students with positive attributes of personality.

Course Outcomes:

1. Students should be able to understand the nature and importance of Communication Skills.
2. Students would gain knowledge of common courtesies and conversational practices in various situations.
3. Students would be acquainted with the knowledge of skills necessary for Personality Development.
4. Students would be able to demonstrate the skills and knowledge of effective communication.

Unit I

Parts of Speech: Noun, Pronoun, Adjective, Article, Verb, Adverb, Preposition, Conjunction, Interjection, Identifying parts of speech, 20 commonly used verb patterns, Common errors

Unit II

Listening & Speaking: Hearing and Listing, Barriers to Listening, Academic Listening

Conversational English: Greeting and Introducing, Making Requests, Asking for and Giving Permission, Offering Help, Giving Instructions and Directions, Arts of Small Talk

Speech and Oration: Making a Short Formal Speech, Describing People, Places, Events and Things

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Unit III

Conversational Practices in Various Situations: Meeting, parting, at railway station, buying at shops, asking about buses, travelling by bus, Using expressions of time, talking about money, identifying people, at the bank, at the grocery store, immediate family and relatives, hiring a taxi, talking about weather/weather conditions, ordering food, dinner conversations, at the doctor's clinic, quitting and finding jobs, office conversations, conversations about school/ college/university, the English class

(Students shall develop dialogue-based conversations on the above-mentioned situations)

Unit IV

Public speaking: Introduction, Welcome and introductory speech, Vote of thanks speech, Farewell speech, Audience analysis.

Suggestive Readings:

Dutt, P. Kiranmai and GeethaRajeevan et. Al. A Course in Communication Skills. Foundation Books, CUP, 2016

Hornby, A. S. A Guide to Patterns and Usage in English. OUP (latest edition),

Raymond Murphy. Intermediate English Grammar CUP (latest edition),

Tickoo, M. L. and Subramanian et. Al. Intermediate grammar usage and composition. Orient BlackSwan (latest edition),

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B.Com.
Business Communication Skills
21BC-205 (21BC-205)

Time: 3 Hours

Credits: 2
Internal Assessment: 20 Marks
Theory Paper: 80 Marks

Note: -The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 8 small questions of 2 marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry 16 marks each.

Learning Objectives:

1. To familiarize the students with the nature and importance of Business communication
2. To orient the students towards theory and practice of Communication Skills in Business
3. To impart knowledge of writing skills required in formal Business Communication

Learning Outcomes

- Develop the basics of Business Communication
- Demonstrate broad understanding of significance of communication skills for professional competence.
- Acquire writing skills required in formal Business Communication.

Unit-I

Introduction: Basics of communication, Seven C's of effective communication, barriers to communication, ethical context of communication.

Unit-II

Business Communication at workplace: Letter writing- component, layout and process, E mail communication, bad news messages, persuasive written communication, memos, notice, agenda and minutes of meeting.

Unit-III

Report Writing: Types of business reports, structure of reports, short reports, long reports, abstracts and summaries, proposals.

Unit-IV

Communication Skills: Reading skills, listening skills, note making, persuasive speaking. Body language, Gestures.

Workplace Awareness: Workplace Etiquette, Values, Ethics & Culture, Gender, Equality.

S. K. L.

Text Book

Murphy, Herta A., Herbert W. Hildebrandj and Jane P. Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi.

Reference Books:

1. KoneraArun, Professional Communication, Tata McGraw Hill, New Delhi.
2. McGrath, E. H., Basic Managerial Skills for All, PHI, New Delhi.
3. Meenakshi Raman and Parkash Singh, Business Communication, Oxford University Press, New Delhi.

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