

BHAGWAN MAHAVIR UNIVERSITY, SURAT
F.Y B.M.S (BACHELOR OF MANAGEMENT STUDIES)

1060205102 BUSINESS COMMUNICATION

First Year BMS

Semester – I

Subject Name	Business Communication
Subject Code	1060205102
Objectives	<ul style="list-style-type: none"> • To teach the students the art of business correspondence • To develop written communication skills among students • To develop managerial soft skills among students
Subject Outcome	<ul style="list-style-type: none"> • To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation. • To understand the importance of specifying audience and purpose and to select appropriate communication choices
Course Duration	The course duration is of 40 sessions of 60 minutes each.
Teaching Methods	The course will use the following pedagogical tools: (a) Lectures and Discussions (b) Assignment/Activities/Quiz/Class participation
Evaluation	Continuous Evaluation
	Internal Assessment-(30 Marks) Internal Exam/Assignments/Quiz/Class participation/Attendance, etc. External Assessment- (70 Marks)

Course Contents

Unit 1	Theory of Communication	40%
	1.1 Concept of Communication Meaning, Definition, Process, Need, Feedback	
	1.2 Channels and Objectives of Communication Formal and Informal, Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication	
	1.3 Methods and Modes of Communication Methods : Verbal and Non Verbal Characteristics of Verbal and Non Verbal Communication	
	1.4 Barriers to Communication Physical, Semantic/Language, Socio-Cultural, Psychological Barriers Ways to overcome Barriers	
	1.5 Listening Importance of Listening Skills Cultivating Good Listening Skills	
Unit 2	Business Correspondence	30%
	2.1 Theory of Business Writing Parts, Structure, Layouts-Full Block, Modified Block, Semi-Block, Principles of Effective 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, Termination, Recommendation	
Unit 3	Language and Writing Skills	30%
	3.1 Commercial Terms Used in Business Communication 3.2 Paragraph Writing Developing an Idea, Using Appropriate Devices etc., Cohesion and Coherence, Self-Editing etc., Interpretation of Technical Data, Composition on Given Situation, A short Informal Report Etc.	

Text Book :

1. Zinal S. Thacker and Sharmila Jajodia, Business Communication, Himalaya Publishing House, 2013

Reference Books:

1. Rajendra Pal and J.S. Korlahalli. Essentials of Business Communication. Sultan Chand & Sons, 2004
2. Business Communication: Lesikar, TATA McGrawhill Publication
3. Basic Communication Skills for Empowering the Internet Generation: Lesikar, Tata McGraw Hill Publications
4. Business Communication Strategies: Mathukutty Monipally, Tata McGraw Hill