

Programme: <b>B.Com.</b>		Year: <b>First</b>	Semester: <b>First</b>
Subject: <b>Commerce</b>			
Course Code: <b>C010103T</b>		Course Title: <b>Business Communication</b>	
Course outcomes: To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.			
Credits: <b>6</b>		Core Compulsory / Elective: <b>Elective</b>	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures: <b>90</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	<b>Introduction</b> Process and Importance of Communication, Types of Communication (verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication.		22
<b>II</b>	<b>NON-Verbal Aspects of Communicating:</b> Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions, <b>Interviewing skills:</b> Appearing in interviews, Writing resume and letter of application. Modern forms of communicating: E-Mail, Video Conferencing etc.		21
<b>III</b>	<b>Business language and presentation</b> Importance of Business language, Vocabulary Words often confused Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. <b>Writing skills:</b> Planning business messages, Rewriting and editing, The first draft and Reconstructing the final draft. <b>Office Correspondence:</b> Official Letter, Semi Official Letter And Memorandum.		31
<b>IV</b>	<b>Report Writing</b> Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports.		16
<b>Suggested Readings:</b> 1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi. 2. Bovee, and Thill, Business Communication Today, Pearson Education 3. Shirley, Taylor, Communication for Business, Pearson Education 4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH 5. Misra, A.K., Business Communication (Hindi), Sahitya Bhawan Publications Agra Note- <b>Latest edition of the text books should be used.</b>			
This course can be opted as an elective by the students of following subjects: <b>Open for all</b>			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Assessment and Presentation of Assignment			(04 marks)
Class Test-I (Objective Questions)			(04 marks)
Class Test-II (Descriptive Questions)			(04 marks)
Class Test-III (Objective Questions)			(04 marks)
Class Test-IV (Descriptive Questions)			(04 marks)
Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities)			(05 marks)

Format for developing syllabus for a course/paper

Programme / Class	Certificate	Year	I	Semester	I
Subject	Political Science				
Course Code	A060102P	Course Title	<b>Awareness of Rights &amp; Laws</b>		
Course Outcome- This paper intends to arm the student with basic digital and legal awareness where by the student can leverage this in the job market. It also intends to make the student aware of his basic legal rights which would help him to stand up and help others.					
Credits – 2	Max. Marks : 25+75		Min. Passing Marks :33		
Total No. of Lectures - Tutorials - Practical (in hours per week) – (0-0-2)					
Unit	Topic				No. of Lectures (2 hrs. each)
I	Preamble Of The Indian Constitution, Equality Before Law And Equality Of Opportunity, Freedom of belief, Expression And Dissent,Cyber Crime,State &Cyber security,				8
II	Rights And Obligations, Right To Education , Correlation Between Rights And Duties, Justiciability Of Fundamental Rights , Digital Empowerment through social networking sites, Citizen's Charter				8
III	Gender sensitivity , Unity In Diversity, State And Government, Nation Building, Affirmative Action, Universal Human Rights				8
IV	Govt. Policies And Campaigns : Practical Teachings Right To Information ,Lokpal				6
<p>Reading list ;</p> <ol style="list-style-type: none"> <li>1 <a href="https://www.digitalindia.gov.in/services">https://www.digitalindia.gov.in/services</a></li> <li>2 <a href="https://rtionline.gov.in/">https://rtionline.gov.in/</a></li> <li>3 <a href="https://www.india.gov.in/topics/law-justice">https://www.india.gov.in/topics/law-justice</a></li> <li>4 Khosla, Madhav, et al. 2016. The Oxford Handbook of the Indian constitution. New delhi: OUP</li> <li>5 Benegal, Shyam. 2014. Samvidhan. Rajya Sabha TV</li> <li>6 J.N.Pandey , Bharat ka Samvaidhanik Kanoon</li> <li>7 Rajni Kothari , Bhartiya Rajniti me Jaati</li> <li>8 B.L.Phadia , Bhartiya Shasan Aur Rajniti</li> </ol>					
This Course Can Be Opted As An Elective By The Student Of Any Subject.					
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> <li>• Project on a relevant topic(10Marks)</li> <li>• VIVA(10Marks)</li> <li>• Attendance (5 marks)</li> </ul>					