


Syllabus of B.Com.
(Accounting and Finance)
Semester I
Business Communication- I

Syllabus objectives -

- To study on concept, channels, methods and modes of communication.
 - To study on which obstacles facing while doing communication and how is improving listening skills.
 - To study on business ethics.
 - To study on how to maintain business correspondence, what cares should be taken while writing business letters and personal letters.
 - To study on paragraph writing and writing skills
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Theory of Communication

- Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world
- Impact of technological advancements on Communication Channels and Objectives of Communication: Channels
- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine
- Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)
- Methods and Modes of Communication: Methods: Verbal and Nonverbal
- Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given)
- Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing

Obstacles to Communication in Business World


Problems in Communication

- Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers
- Listening: Importance of Listening Skills, Cultivating good Listening Skills –
- Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics,
- Corporate Social Responsibility case study approach and issues such as the sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour

Business Correspondence

- Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing
- Principles of effective Email Writing
- Personnel Correspondence:
 - Statement of Purpose
 - Job Application Letter and Resume
 - Letter of Acceptance of Job Offer
 - Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation

Language and Writing Skills

- Commercial Terms used in Business Communication
 - Paragraph Writing: Developing an idea, using appropriate linking devices, etc.
 - Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]
 - Activities
 - Listening Comprehension □ Remedial Teaching
 - Speaking Skills: Presenting a News Item, Dialogue and Speeches
 - Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.
 - Reading Comprehension: Analysis of texts from the fields of Commerce and Management
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Syllabus Outcomes -

- Getting helpful for knowledge about what is communication, types of communication, channel and modes of communication.
 - helpful for getting knowledge about how to overcome the barrier and how to improve our listings skills.
 - Getting knowledge about what is ethics and how and for what it should be followed.
 - Learn much more about parts, structure of letter, principal of letter writing and how to write d variety of personal letters.
 - Learn about developing ideas of about letter writing and paragraph writing.
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