

F. Y. B. Com. Accounting and Finance

Semester - II

**Business
Communication II**

SULLABUS OBJECTIVES

- **To establish credibility with your audience.**
- **To communicate information clearly to your audience.**
- **To persuade and/or influence your audience.**
- **Improve problem solving and decision-making skills**
- **Develop skills in understanding, analyzing, and evaluating small group communication.**
- **develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.**

Module I

Presentation Skills

- **Presentations:**
- **(to be tested in tutorials only) 4**
- **Principles of Effective Presentation**
- **Effective use of OHP**
- **Effective use of Transparencies**
- **How to make a Power-Point Presentation**

Module II

Group Communication

- **Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit**
- **Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions**
- **Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing**
- **Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR 3**

Module III

Business Correspondence

Meaning / Classification of Branches
Accounting for Dependent Branch Not
Maintaining Full Books
Debtors Method
Stock and Debtors Method

Module IV

Language and Writing Skills

**Reports: Parts, Types, Feasibility Reports,
Investigative Reports Summarisation:
Identification of main and supporting/sub
points Presenting these in a cohesive manner**

SULLABUS OUTCOMES

- Deal with nerves and think more positively about public speaking.
- **Consider ways of grabbing the listener's attention, holding their interest, and concluding strongly.**
- Use body language and tone of voice to enhance their presentations.
- **Use slides and visual aids effectively.**
- Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.