


FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSC-07	
2	Course Title	Business Communication	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Development the Personality of students. ➤ Students become able to face the Interview. ➤ Students can starts self-business. 	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.perperiod)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Communication: Historical background of Communication; Definition and Process of Communication; Essentials of effective Communication; Barriers of Communication; Verbal and Non-verbal Communication: Meaning, Types and Importance, Listening, Difference between listening and hearing.		15
II	Corporate Communication: Scope, Components, Corporate Communication, Public Relations, Role of Social Media in Communication. Role of Technology in Communication (ICT's). Business Etiquettes: Telephone Conversations. Business Meetings. Morality and Ethics. Communication Networks: Intranet-Internet-e mails-SMS-Teleconferencing-Video conferencing		15
III	Conduct of Meeting: Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. Business Letter Writing: Need, Functions and kinds, layout and types. Report Writing: problems, organization and techniques. Business Correspondence: Essentials of Effective Business correspondence, Structure of Business letter; Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter ;		15
IV	Employability Quotient: Resume building- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions; Psychometric Analysis: Mock Interview sessions; Drafting of Notices; Agendas; Minutes; Job Application; Letters; Preparation of Biodata. SWOT Analysis.		15
Keywords	Communication, Meeting, Letter writing, Resume Building.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Rao N. and Das R.P. Communication skills, Himalaya publishing house, Mumbai. 2. N. Gupta. P. Mahajan And K. Jain, Business Communication, Sahitya Bhawan, Publication, Agra 3. Dr. Mishra, Shukla and Patel, Business Communication, SBPD, Publishing House, Agra.			
Online Resources-			
https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			
PART-D: Assessment and Evaluation			

Suggested Continuous Evaluation Methods:		
Maximum Marks:	100Marks	
ContinuousInternalAssessment(CIA):	30Marks	
EndSemesterExam(ESE):	70 Marks	
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

Name and Signature of Convenor & Members: (CBOS)

Sal

 Anil

