

Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for

Second Year B.Com Semester – III

Subject Name: - Business Communication-I

Subject Code: - 201- I

1. Objectives of the Course:

- a. To understand the concept, process and importance of communication.
- b. To acquire and develop good communication skills requisite for business correspondence.
- c. To develop awareness regarding new trends in business communication.
- d. To provide knowledge of various media of communication.
- e. To develop business communication skills through the application and exercises.

Medium of Instruction: English

Unit No.	Unit Title	Contents	Skills to be developed
1	Introduction of Business Communication	1.1 Introduction, Meaning, Definition. 1.2 Characteristics, Importance of communication. 1.3 Principles of communication, Process of communication 1.4 Barriers to communication & Remedies. 1.5 Methods and Channels of Communication.	i. Conceptual Clarity and understanding the Meaning , Characteristics and Importance of communication. ii. To understand the Principles and Process of communication iii. To understand Barriers to communication
2	Business Letters	2.1 Meaning and Importance 2.2 Qualities or Essentials, Physical Appearance 2.3 Layout of Business Letter	i. To understand the importance of business letters. ii. To understand Essentials Qualities of business letters.
3	Soft skills	3.1 Meaning, Need, Importance. 3.2 Elements of soft skills. a) Manners & Etiquettes, Grooming. b) Effective Listening & Speaking	i. To acquire the fundamental knowledge about soft skills ii. To understand the Elements of Soft Skills

		c) Interview Skills. d) Presentation e) Group Discussion. f) Problem-solving skills G)Time management abilities	
4	Resume writing & Job Application letters	4.1 Introduction, essential elements of Bio data, Resume writing, Curriculum Vitae. 4.2 Meaning & Drafting of Job Application letter.	To understand Resume writing and Job application letter.
