

B. Com. Semester I

Communication for Business - Syllabus

Unit	Title	Details of Topic
I & IV	Basic Language Skills and Grammar (1) Phonetics and Accent (4)	The students learn and practice basic communicative skills such as how to introduce themselves, how to interact with strangers and how to open the conversation. Students are also exposed to the basics of reading phonetic transcript and pronunciation.
II	Communicative English	Students undergo the role play activity to understand the purpose and responses in an interpersonal communication from personal to professional situations, To understand the dynamics of group communication, students are made to participate in various team activities followed by their experience sharing and learning. Students make Group Presentations which are part of their internal evaluation. To hone their writing skills, students are exposed to Essay writing which are different than the creative essays
III	Theories of Communication	Importance of Communication, Communication Process, Channels of communication, Significance of Feedback, Barriers to Effective Communication, Ways to overcome the Barriers.
V	Précis Writing	Students learn how to express the presented ideas in concise and accurate manner in their language.
VI	Report Writing	How to read the details and present them as a report especially in the organizational set up. Students are exposed to different nature and types of reports.
VII	Creative Writing	Creative writing to know one's own thoughts and creative expressions of those thoughts in different forms such as Stories, Poems, First Person Narration, Diary, Skit etc. To ignite imagination for thinking differently and having more perspectives.
VIII & IX	Academic Vocabulary and English for Business	Students are expected to read newspapers, business news, magazines to build vocabulary for the business communication. The reading material is provided by the faculty as and when required.
X	Reading Comprehension	Comprehending notices, advertisements, official documents, booklets, newspapers, instructional manuals and other documents. Students learn by practice: What is comprehension, How to comprehend,

		Ways of reading: skimming, inferring, interpreting, Understanding the tone of language and Making important notes.
XI	Group Discussion	Understanding the nature of discussion, Difference between debate and discussion, Ways to form and present the arguments, Ways to defend.
XII & XIII	Resume Writing and Interview Skills	To equip students with the entire process of acquiring a job with special reference to prepare resume. To learn the skills of appearing in an interview and being successful in it.
XIV	Listening Practice	Students are given rigorous listening activities and they learn in a process: What is effective listening skills, Types of listening, Barriers to effective listening, Ways to overcome the barriers, Role plays, Other forms of listening practice such as audio-video lectures, speeches, debates, discussions and songs.
XV	Appreciation of Movies	As an important medium of Mass Communication, students learn critically appreciate movies. They learn the constructive criticism and art appreciation through communication medium.

Books Recommended:

1. Bovee, Courtland, John Thill & Mukesh Chaturvedi. Business Communication Today: Dorling kindersley, Delhi
2. Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi
3. Monippally, Matthukutty M. Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., New Delhi
4. Sharma, Sangeeta and Binod Mishra. Communication Skills for Engineers and 1. Scientists: PHI Learning Pvt. Ltd., New Delhi