**BCOM SEM 3 BUSINESS COMMUNICATION**

**BUSINESS COMMUNICATION: BC 1 (Sem. III)**

Name of the Course: **Business Communication (I)**

Course credit: **03**

Teaching Hours: **45 (Hours)**

Total marks: **100**

Distribution of Marks: **70 Marks semester end examination 30 Marks Internal assessment (CCA)**

**Objectives:** The course intends to initiate the students in English language. At the end of the course the students will acquire communication skill essential for business. The course intends to initiate the students in Business English

**No Unit Marks**

**1 Concept & Objectives of Communication 10**

\* Introduction, Definition, Process & Objectives of Communication

**2 Methods of Communication 15**

\* Verbal & Non-Verbal Communication

**3 Types of Communication 05**

\* Formal & Informal Channels of Communication

**4 Barriers to Communication 10**

\* Barriers to Communication

\* How to Break the Barriers

**5 Written Communication: Business Letters 10**

\* Parts of Business Letters

\* Outward Appearance of Business Letters

\* Essentials of Business Letters

**6 Practical Letter Writing 10**

 \* Letters of Inquiry & Reply

**7 Practical Letter Writing 10**

\* Letters of Order & Execution

**Recommended reading:** Communication Skills by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009 Technical Communication: Principles and Practice by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009 Business Communication: Basic Concepts and Skills; by J. P. Parikh et. al.; Orient BlackSwan. Business Communication; by Rajesh Vishwanathan; Himalaya Publishers *Business Communication and Report Writing* by R.C. Sharma and Krishna Mohan, Tata McGraw-Hill Publishing Company Ltd., 2006 =========