

SARDAR PATEL UNIVERSITY

Integrated M. COM. SEMESTER-I		
Course Code IB01ACOM51	Course Title Business Communication- I	Total Credit 2
Course Objectives	To enhance and empower the students communication skills.	

Unit	Course Description	Weightage (%)
1	Introduction of communication Introduction and definition, The communication cycle, Brain drain, Importance of effective communication in business, Objectives of communication, Principles of effective communication.	30%
2	The communication Media and types of communication Introduction, Written communication (merits and demerits), Oral communication (merits and demerits), Essential of effective communications, face to face communication, Visual communication, Formal and informal communication, downward and upward communication, horizontal communication and Diagonal communication, informal communication.	35%
3	Communication Barriers and Non verbal communication Introduction, wrong choice of medium, physical and semantic barriers, socio-psychological and cultural barriers, Overcoming barriers : general guidelines, Non verbal communication definition, characteristics, sign and body language, paralanguage, artificial communication, Listening, Functions and Importance of non verbal communication, positive and negative non verbal clues, Guidelines for developing non verbal communication skill.	35%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	ICT based teaching, class room discussion, group discussion and role play use for teaching this subject.
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Prof. Sandip K Bhatt
Dean – Commerce (Business Studies)


Dr. Kamlesh Dave
Chairman
Board of Commerce


Dr. V M Vanar
Chairman
Board of Accountancy

Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Student will be acquainted with the basic concept communication
2.	Student will have a thorough idea about communication idea and types of communication.
3.	Student will have in depth knowledge communication barriers and non verbal communication.

Suggested References:	
Sr. No	References
1.	Rajendra Pal and J S Korlahalli (2015), Essentials of Business communication Published by Sultan Chand & Sons, ISBN no- 978-81-8054-729-4,
2.	Ghanekar, A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
3.	Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGrawHill, NewYork.
4.	Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi
5.	Monippally, Matthukutty M. Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., New Delhi
6.	Bovee, Courtland, John Thill & Mukesh Chaturvedi. Business Communication Today: Dorling kindersley, Delhi

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