

## SARDAR PATEL UNIVERSITY

Integrated M. COM. SEMESTER-II		
<b>Course Code</b> IB02ACOM51	<b>Course Title</b> Business Communication- II	<b>Total Credit</b> 2
<b>Course Objectives</b>	To enhance and empower the students communication skills.	

Unit	Course Description	Weightage (%)
<b>1</b>	<p><b>Soft skills and Interpersonal communication</b> Defining soft skill, the importance and kinds of soft skills, how to develop a soft skills. Principles of effective communication.</p> <p><b>Interpersonal communication</b> Interpersonal and Intrapersonal communication, Characteristics and importance of Interpersonal communication, how to develop a interpersonal skills.</p>	<b>30%</b>
<b>2</b>	<p><b>Business letter, Planning Business Messages &amp; the lay-out</b> Need and function of business letter, kinds of business letter, kinds of letter, six planning steps for business messages, basic organizational plans, mechanical structure of a letter, style or format and punctuation..</p>	<b>35%</b>
<b>3</b>	<p><b>Intradepartmental Communication</b> Memos, office orders, circulars, notices, and representation and Requests, sales letters( Advantages, objectives, three p's of sales letter, function and specimen of sales letters)</p>	<b>35%</b>

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

<b>Teaching-Learning Methodology</b>	ICT based teaching, class room discussion, group discussion and role play use for teaching this subject.
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
<b>1.</b>	Internal/Written Examination	<b>15%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>15%</b>
<b>3.</b>	University Examination	<b>70%</b>

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

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1.</b>	Student will be acquainted with the basic concept soft skills and interpersonal communication.
<b>2.</b>	Student will have a thorough idea about business letter lay out, message structure and types of business letters.
<b>3.</b>	Student will have in depth knowledge interdepartmental communication.

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