



VIKRAMA SIMHAPURI UNIVERSITY::NELLORE

Common Framework of CBCS for Colleges in Andhra Pradesh

(A.P. State of Council of Higher Education)

SYLLABUS OF

BUSINESS COMMUNICATION

SEMESTER - II

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG PROGRAMME

B.A,B.Com, B.Sc, B.C.A and B.B.A Programmes

w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

Commerce Stream

BUSINESS COMMUNICATION

SEMESTER -II

Total 30 hrs (02hrs/wk),

02 Credits

Max 50 marks

Course Outcomes:

After successful completion of this course, students will be able to:

1. Understand the types of business communication and correspondence
2. Comprehend the processes like receiving, filing and replying
3. Acquire knowledge in preparing good business communications
4. Acquaint with organizational communication requirements and presentations.

Unit-I:

06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

Unit-II:

10hrs

Types of Business Communications – Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal- Business reports, presentations– Online communications.

Unit-III:

10hrs

Receiving business communications - Filing and processing - Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication -Preparation of business meeting agenda – agenda notes - minutes – circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities (04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts, etc.
5. Assignments, Group discussion, field visit, etc.

Reference books:

1. Chaturvedi. P.D. Chaturvedi. M - Business Communication concepts, Cases and applications - Parsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt. Ltd
3. www.swayam.gov.in
4. Websites on business communication

*** NOTE : Preferred teaching Department is English**

Skill Development Course, Business Communication
(Common to FIRST YEAR – SECOND SEMESTER (Commerce Stream))
(A. P. Common Core Syllabus (CBCS) Effective from 2020-21)
Pattern of Question Paper

Max. Marks: 50

Time: 2 hrs (120 minutes)

SECTION A

Answer any FOUR questions. 4x5=20 Marks
(At least 1 question should be given from each Unit)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION B

3x10=30 Marks

Answer any THREE questions. (At least 1 question should be given from each Unit)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

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