

**NIRMA UNIVERSITY**  
**Institute of Commerce**  
**Bachelor of Commerce (Hons.)**  
**[B.Com. (Hons.)]**  
**Semester – II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>

<b>Course Code</b>	<b>AECC2</b>
<b>Course Title</b>	<b>BUSINESS COMMUNICATION</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to :

1. recognize the dynamics of written communication and correspondence.
2. prepare and deliver good presentation.
3. demonstrate proficiency in written communication.

**Syllabus**

**Teaching Hours**

<p><b>Unit I: Fundamentals of Business Communication</b></p> <ul style="list-style-type: none"> <li>• Nature and scope of communication</li> <li>• Basic elements</li> <li>• Process of communication</li> <li>• Objectives of communication</li> <li>• Types and channels of communication</li> <li>• Principles of effective communication</li> <li>• Communication network in organization</li> <li>• Barriers of communication</li> </ul>	5
<p><b>Unit II: Business Correspondence</b></p> <ul style="list-style-type: none"> <li>• Format of letter writing</li> <li>• Types of letters: <ul style="list-style-type: none"> <li>- General formal letters- Invitations, Apologies, Permissions, Condolences</li> <li>- Official letters- Covering letters, Applications</li> <li>- Letters inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, Claim and adjustment letters</li> <li>- Memorandum, Inter-office Memo, Notices, Agenda, Minutes</li> </ul> </li> <li>• Emails correspondence</li> </ul>	10

<p><b>Unit III: Report and Applications</b></p> <ul style="list-style-type: none"> <li>• Planning, structure, and preparation of reports &amp; proposals</li> <li>• Format of report writing</li> <li>• Types of reports: Information reports, Analytical reports, Press report</li> <li>• Curriculum vitae &amp; job application</li> </ul>	8
<p><b>Unit IV: Oral Communication Skills and Job Application</b></p> <ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Team presentation</li> <li>• Interview</li> <li>• Business presentation and public speaking</li> <li>• Meetings and conferences</li> </ul>	12
<p><b>Unit V: Composition</b></p> <ul style="list-style-type: none"> <li>• Paragraph writing</li> <li>• Essay writing</li> <li>• Creative writing</li> <li>• Words often confused</li> <li>• Punctuation and capitalization</li> <li>• Abbreviations and numerals</li> </ul>	10

**Suggested Readings:**

- 1 Kumar, S. a. (2016). *Communication Skill*. New Delhi: Oxford University Press.
- 2 Mohan, S. R. (2016). *Business Correspondences and Report Writing* . New Delhi: Tata McGraw Hill.
- 3 Pal, R. a. (2016). *Business Communication*. New Delhi: Sultan Chand Publishing.
- 4 Rai, U. a. (2016). *Business Communication*. New Delhi: Himalaya Publishing House.
- 5 Raman, M. a. (2016). *Business Communication*. New Delhi: Oxford University Press.

w.e.f. Academic Year 2017-18 and onwards