



Knowledge is Supreme

Tolani College of Commerce (Autonomous)

तोलांनी वाणिज्य महाविद्यालय (स्वायत्त)

(Sponsored and Managed by Tolani Education Society, Mumbai - 400 021)
(Recognised Linguistic (Sindhi) Minority Institution, Affiliated to University of Mumbai)

Re-Accredited (3rd Cycle) by N.A.A.C. with 'A' Grade (CGPA 3.03)

150-151, SHER-E-PUNJAB SOCIETY,
GURU GOBIND SINGH ROAD,
ANDHERI (EAST), MUMBAI-400 093.

Tel. : (022) 6153 5455

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E-mail : tcc@tolani.edu

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Name of the Department/ Programme	Department of Business Communication 1) Bachelor of Commerce 2) Bachelor of Management Studies / 3) B.Com. in Accounting and Finance / 4) B.Com. in Banking and Insurance / 5) B.Com. in Financial Markets / 6) B.Sc. in Information Technology 7) Bachelor of Business Administration (Logistics)						
Name of the Course	Ability Enhancement Courses (AEC): Communication Skills in English – I						
Semester	I						
Number of Credits	2						
Number of Lectures	30						
Lecture Duration	60 minutes						
Total Marks:	<table border="1"><tr><td>CE</td><td>20</td><td>SEE</td><td>30</td><td>Total</td><td>50</td></tr></table>	CE	20	SEE	30	Total	50
CE	20	SEE	30	Total	50		

Learning Objectives of the Course

Sr.No.	Objectives
LOC1	To provide an overview of Prerequisites to Business Communication skills
LOC2	To acquaint the learner with rapidly changing communication technology
LOC3	To enable learners to draft logically and effectively good content and hone their soft skills, required for successful professional life

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	Understand and apply the fundamental business communication skills
CO2	Apply strategies for Effective Business writing
CO3	Improve the image of the learner and the organisation they represent through the understanding and application of soft skills



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Module 1: Theory of Communication	No. of Lectures
Concept of Communication: Meaning, Process, Need, Emergence of Communication as a key concept in the Corporate and Global world - Impact of technology enabled Communication Communication at Workplace: Channels - Formal and Informal-Vertical, Horizontal, Diagonal, Grapevine, Methods – Verbal/Nonverbal, Importance of Business Ethics Barriers to Communication: Physical/Semantic/Socio-Cultural/Psychological Barriers, Ways to Overcome these Barriers	08
Module 2: Business Correspondence	
Theory of Business Letter Writing: Parts, Structure, Layouts of a letter. Personnel Correspondence: Statement of Purpose, Job Application and Resume, Letter Accepting a Job Offer, Letter of Resignation, Thank You Letter, Apology Letter, Letter for Sanction of Leave	08
Module 3: Language and Writing Skills	
Paragraph Writing: Developing an idea, using appropriate linking devices, 7 C's of communication, etc. Listening Comprehension Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills	08
Tutorial Activities:	
Speaking Skills: Presenting a News Item, Dialogue and Speeches Reading Comprehension: Analysis of texts from the fields of Commerce and Management Remedial Grammar, Soft Skills.	06

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- Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd
- Raman, Meenakshi and Prakash Singh, OUP (2012) Business Communication, second edn.

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE)

Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Presentation/ Remedial Grammar/ Writing Articles/Case Studies/ Assignments/Email Correspondence	10	a) A learner must be present for each of the sub-components. b) The subtotal of both the sub-components must be minimum 08 marks
2) MCQ Based Test	10	
3) Total	20	



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**Table 1B: Scheme of Semester End Examination (SEE) Evaluation
Question Paper Pattern for Semester End Examination (SEE)**

Maximum Marks: 30 Minimum Marks to Pass: 12 Duration: 1 hour

Note: All questions are compulsory.

Question No.	Nature of Questions	Max. Marks
Q-1	Short notes (attempt any 2 out of 3): a) b) c)	10 marks
Q-2	a) Draft a Job application letter along with a C.V. Or a) Case Study b) Write a paragraph on any 1 of the following topics: 1. Topic 1 2. Topic 2	10 marks 05 marks 05 marks
Q-3	Draft the following letters: (2 out of 4) a) b) c) d)	10 marks