



# Tolani College of Commerce (Autonomous)

## तोलानी वाणिज्य महाविद्यालय (स्वायत्त)

**Knowledge is Supreme**

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

Re-Accredited (3<sup>rd</sup> 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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<b>Name of the Department/ Programme</b>	<b>Department of Business Communication</b> 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)					
<b>Name of the Course</b>	<b>Ability Enhancement Course (AEC): Communication Skills in English – II</b>					
<b>Semester</b>	<b>II</b>					
<b>Number of Credits</b>	<b>2</b>					
<b>Number of Lectures</b>	<b>30</b>					
<b>Lecture Duration</b>	<b>60 minutes</b>					
<b>Total Marks:</b>	<b>CE</b>	<b>20</b>	<b>SEE</b>	<b>30</b>	<b>Total</b>	<b>50</b>

### Learning Objectives of the Course

<b>Sr.No.</b>	<b>Objectives</b>
LOC1	To introduce learners to stages and types of Interviews and Group Discussions and the dynamics of Meetings, Committees & Conferences
LOC2	To introduce learners to the significance and working of Public Relations
LOC3	To acquaint learners with varied types of Business Letters, Reports and Proposals

### Learning Outcomes of the Course

<b>Sr. No.</b>	<b>Outcomes</b>
CO1	Understand various stages and types of Interviews and Group Discussions
CO2	Understand and apply the nuances of professional etiquette in a professional scenario
CO3	Write business letters, reports, proposals and summaries in an effective, concise and clear manner



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Module 1: Group Communication	No. of Lectures
<b>Interviews:</b> Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit, Online <b>Meetings:</b> Need and Importance of Meetings, Conduct of Meeting, Role of the Chairperson and Participants, Drafting of Notice, Agenda, Resolutions and Minutes of a Meeting	08
<b>Module 2: Business Correspondence</b>	
<b>Trade Letters:</b> Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Consumer Grievance Redressed Letters, Letters under Right to Information Act (not to be tested), Using E-mails as channel for correspondence	08
<b>Module 3: Language and Writing Skills</b>	
<b>Reports and Business Proposals:</b> Feasibility Reports, Investigative Reports, Drafting of Business Proposals <b>Summarisation:</b> Identification of main and supporting/sub points, Presenting these in a cohesive manner.	08
<b>Tutorial Activities:</b>	
Notice, Agenda & Resolutions, Group discussions, Mock Interviews, Book review.	06

### References:

- Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly
- Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line
- Kelly M. Quintanilla and Shawn T. Wahl. Business and Professional Communication: Keys for Workplace Excellence
- Lesiker, Flatley, Rentz, Lentz and Pande, 13th edn., 2015 Business Communication: Connecting in a Digital World
- Lesikar, Raymond V and Pettit, John D.(1994) Business Communication: Theory and Application, Dame Publications
- Ludlow, Ron and Fergus Panton (1995) The Essence of Effective Communication, Prentice, New Delhi.



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### Scheme of Evaluation Pattern

**Table 1A: Scheme of Continuous Evaluation (CE)**

### Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Book Review/Mock Interviews/Group Communication/ Conversational skills/Self-introduction/Extempore	10	a) A learner must be present for each of the sub-components. b) The subtotal of both the components must be minimum 08 marks
2) MCQ Based Test	10	
Total	20	

**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	a) Short notes (attempt any 1 out of 2): 1. 2.	05 Marks
	b) Summarise the given content:	05 Marks
Q-2	a) Draft a Business Report <b>Or</b> b) Draft a Business Proposal	10 marks
Q-3	Draft the following letters: (attempt any 2 out of 4) 1. Letter of Inquiry 2. Letter of Complaint/Claim/Adjustment 3. Sales Letter 4. Consumer Grievance Letter	10 marks