



**Syllabus for B.Com Course (as per NEP-2020) of Assam University**

**B.COM SEMESTER I**

**Business Communication**

**Paper Code: SEC 101**

**Total Credit: 3**

**Full Marks: 100**

**Internal Assessment: 30**

**Term End Examination: 70**  
**(Theory 50 & Practical 20)**

**Objective:** The paper aims to train students to enhance written as well as oral communication in the corporate world.

**Outcome:** A student is expected to have a thorough understanding of the various concepts of communication and their application in real life situation.

**Unit 1: Introduction to the essentials of Business Communication**

Meaning and process; Need and importance; Elements of Communication. Medium: verbal & non-verbal communication. Channels: formal & informal. Levels of communication; Direction of communication: downward, upward, lateral, & diagonal. Communication Skills

**Unit 2: Effective Communication**

Difficulties/barriers to communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Solutions to the barriers; Interactive and non-interactive techniques of communication; Listening as a tool of communication. Essentials of Effective Communication:

**Unit 3: Business Correspondence and E-Correspondence**

Need and importance of business letters; Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters, Memorandum, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Technology for communication; Effective IT communication tools; Electronic mail: advantages, safety and smartness in email. E-mail etiquettes.

**Unit 4: Report Writing**

Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

**Unit 5: Spoken English and Oral Presentation**

Effective negotiation: elements, process and general guidelines. Telephonic conversation. Conducting & facing interviews. Conducting & participating in group decisions. Making presentations: content & organizing. Features of good presentation. Delivering a presentation.

**Practical Exercises:**

1. Presentation using Power Point on Social Issues of the Place where the institution is located.
2. Preparation & Presentation of Concept Note for the celebration of a “Special Day”
3. Presentation using Power Point on Recent Issues related to Economy of Assam.
4. Drafting of letter to the editor of newspaper expressing views on any business or economy related issue.
5. Group Discussion on topics related to contemporary issues of business and economy.

**Suggested Readings:**

Bovee, and Thill, Business Communication Essentials, Pearson Education.

C.B.Gupta (2019). Essentials of Business Communication, Sultan Chand & Sons.

Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Effective Business Communication (SIE), McGraw Hill Education.

Kaul, A. Effective Business Communication, 2nd ed. PHI learning

Lesikar, R.V. & Flatley, M.E. (2001). Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.

Locker and Kaczmarek, Business Communication: Building Critical Skills, McGraw Hill Education.

Shirley Taylor, Communication for Business, Pearson Education.

