

**B. Com (H): Semester-VI
SEC-3**

BCM663: COMMUNICATION AND DOCUMENTATION IN BUSINESS

Teaching Scheme	Examination Scheme
Lectures: 4hrs/Week	Class Test –12Marks
Tutorials: 1-hr/Week	Teachers Assessment – 6Marks
	Attendance – 12 Marks
Credits: 5	End Semester Exam – 70 Marks

Course Objective

The course aims at improvising the student's overall personality simultaneously helping them in business correspondence. The subject will help the students to enhance listening, speaking and writing skills. They will also get acquainted with writing various types and styles of business letters and report writing.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: understand business communication concepts that serve as a basis for effective spoken and written communication in a business setting.
- CO2: understand and practice traditional as well as modern methods of documentation.
- CO3: enhance communication skills that integrate written and verbal communication.
- CO4: draft business letters and reports keeping in mind mail structures and etiquettes.
- CO5: practice business documentation with the help of real life cases.
- CO6: prepare CVs and field project reports which includes graphical presentation and interpretation.

Unit I: Introduction

Communication: Definition - objectives of communication, importance of communication means and modes - process - principles. Essentials of effective communication. Classification of communication. Barriers to communication. Ways to overcome barriers. Etiquettes of communication.

Unit II: Effective Listening & Speaking

Listening - Art of listening - Principles of listening, types of listening, Process of listening - guidelines for effective listening, types of listeners - difference between hearing and listening, qualities for a good listener. Speaking-Principles of effective oral communication; vocal control; pronunciation and physical behavior; techniques of effective speech. Interpersonal communication; Group discussion - Definition, process, guidelines and evaluation. Interview- Types of interview; Techniques of interview. Power-point presentations - ways to make presentations effective.

Unit III: Written Communication

Meaning and objectives of written communication. Business Letter: Essentials of a business letter, layout and parts of a business letter. Report writing - Process of writing, Types of reports, graphical representation of data and interpretation.

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Unit IV: Business & Official Correspondence

Trade communication - Trade enquiries, quotations, tenders, placing orders, complaints, claims and adjustments and follow-up, Sales Letters, circular letters, banking and insurance communication. Email writing. Office communication - internal memos, office circulars. Secretarial Correspondence: Board meetings, letters to shareholders. Notice, agenda, minutes of meetings. Preparation of curriculum vitae, job application, appointment letters, interview letters.

Unit V: Documentation

Meaning and importance (costs & rewards) of documentation in business, Pro forma and forms- design & development, Safe-keeping; Creating, storing/ archiving, labeling/bar-coding/scanning, retrieving folders/documents; Physical documentation infrastructure and services, Digital document database; Document access control and data privacy; Data user interface and user rights – e.g. read only, edit/modify, download, upload, payment mechanism, etc; Digital documentation infrastructure and services e.g. plagiarism/ IPR audit, security audit.

Suggested Readings

- K.K. Sinha, Business Communication, Galgotia Publishing Co., Karol Bagh, New Delhi.
- Urmila Rai (2013). Business communication (2 Ed.). Himalayas Publishing House.
- Kolin, Philip (2017). *Successful writing at work* (11th Edition). Boston MA: Cengage Learning
- Shirley, Taylor. (2005). *Communication for Business*. Pearson Education
- Locker and Kaczmarek. (2009). *Business Communication: Building Critical Skills*. The McGraw- Hill Co.
- Newman, Amy. (2017). *Business Communication: In Person, In Print, Online*. Cengage Learning.
- R.C. Sharma & Krishna Mohan *Business Correspondence and Report Writing*. Tata McGraw Hill Publishing Company Limited

Note: Latest edition of readings may be used.