

BUSINESS COMMUNICATION SKILLS**Semester I****Subject Code: BB11502****Lectures : 48****OBJECTIVES:** This course is designed to equip students with

1. Basic understanding regarding the Fundamentals and Forms of communication.
2. Awareness among student about Methods and Media of Communication
3. And also help them to develop language skills.

Unit 1: INTRODUCTION TO COMMUNICATION**No. of
Lects.06**

- Meaning, Definition, Objective, Process, Importance. 02
- Principles of good Communication, Barriers to Communication, Overcoming Barriers 02
- Introduction to Corporate Communication 02

Unit 2: FORMS & MEDIA OF COMMUNICATION**No. of
Lects.10**

- Types of Communication (Verbal and Non-verbal with sub-types) 03
- Dimensions of Communication, Grapevine 02
- Email, Telephone Etiquettes 02
- Teleconferencing, Video Conferencing, SMS, MMS, Internet and Social Media Sites. 03

03

Unit 3: BUSINESS LETTER WRITING**No. of
Lects.10**

- Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, 05
- Organization and Techniques of writing. 05

Members Present :**Sign :**

1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune

2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune

3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune

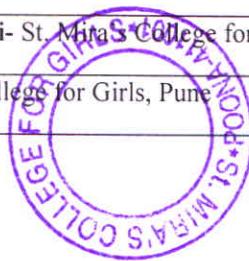
4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune

5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune

6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune

7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune

8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune



Unit 4: Oral Communication	No. of Lects.12
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- Meaning, Nature, Scope, Principles of Effective Oral Communication, Techniques of Effective Speech, Press Conference, Group Discussion, Interviews, Negotiation, Presentations, 07
- The Art of Listening, Principles of Good Listening, Barriers of Listening, 05

Unit 5: Language and Writing Skills	No. of Lects.10
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- **Language Skills** - Business Idioms (as per list attached), Business Phrases (As per list attached), Paragraph Writing (Marks allotted) 05
- **Writing Skills** – Modern Business Writing, 7C's of Business Writing, Resume Writing, Job Application Letter, Writing Minutes of Meeting 05

Reference Books:

- 1) Business Communication (Principles, Methods and Techniques) - Nirmal Singh- Deep & Deep Publications Pvt. Ltd, New Delhi.
- 2) Business Communication skills – Dr.G.M.Dambre, Dr.Anjali Kalkar, Dr.P.N.Shende, Dr.S.D.Takalkar- (success Publication, Pune)
- 3) Contemporary English Grammar – Raymond Murphy
- 4) Creating a Successful CV - Siman Howard - Dorling Kindersley.
- 5) Essentials of Business Communication – Rajendra Pal & J. S. Korlhalli- Sultan Chand & Sons, New Delhi.
- 6) Media and Communication Management – C.S.Raydu - Himalaya Publishing House, Mumbai.
- 7) Professional Communication- Aruna Koneru- Tata McGraw-Hill Publishing Co. Ltd, New Delhi.
- 8) S. Essential English Grammar - Raymond Murphy
- 9) T. Business Maharajas – Gita Parimal

Members Present :	Sign :
1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune	8/4/15
2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune	24/4/15
3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune	24/4/15
4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune	24/4/15
5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune	24/4/15
6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune	24/4/15
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LIST OF BUSINESS IDIOMS

1. Across the board = including everyone or everything
2. Banker's hours= short work hours
3. Big gun/cheese/wheel/wig= an important person, a leader
4. Calculated risk= an action that may fail but has a good chance to succeed
5. Company man= a person who always works hard and agrees with his employees
6. Cut corners= economize
7. Gain ground= go forward, make progress
8. Get a break= get an opportunity or good deal
9. In short-supply= not enough, in less than the amount or number needed
10. In the black= successful or making money
11. In the red= losing money, unprofitable
12. Sell like hotcakes= sell very quickly
13. Take a nosedive= collapse, fail, decrease in value
14. Tight spot= a difficult situation
15. Bitter pill to swallow= bad news; something unpleasant to accept
16. On top of trends= modern; aware and responding to the latest tastes
17. (To) pass the buck= to shift the blame; to blame somebody else
18. Mix business with pleasure= to combine work and social activities.
19. Go about your business = to do what you usually do
20. (To) keep one's eye on the prize= to stay focused on the end result
21. (To) keep something under wraps= to keep something secret
22. To dot your i's and cross your t's= to be very careful; to pay attention to details
23. (to) drum up business= to create business; to find new customers
24. (to) compare apples to oranges= to compare two unlike things; to make an invalid comparison
25. throw money at something= try to solve a problem by spending money on it

LIST OF BUSINESS PHRASAL VERBS

1. bail out= help or rescue a person/company
2. break even= have expenses equal to profits
3. buy off= use a gift or money to divert someone from their duty or purpose
4. back out of = desert; fail to keep a promise
5. buy out= buy the ownership or a decisive share of something
6. close down= close permanently
7. cross out= eliminate
8. cut off = interrupt; sever; amputate
9. cut down = reduce in quantity
10. close out = sell the whole of something, sell all the goods
11. Call in= Ask to come to an official place for a special reason
12. Check into = Investigate
13. draw up =write; compose (a document)
14. figure out = find an answer by thinking about something
15. fall back on = use for emergency purpose
16. hold off = delay; restrain
17. kick back = money paid illegally for favourable treatment
18. run for = campaign for
19. spell out = enumerate; state in detail
20. take over= take control or possession of something, take charge or responsibility
21. work out = plan, develop
22. Write off = remove from a business record, cancel a debt
23. Shell out = To pay for something, usually something you would rather not have to pay for
24. Put aside = To save money for a specific purpose
25. Turn down = Decrease volume

