

St. Mira's College For Girls
BUSINESS COMMUNICATIONS

Semester I

Subject Code: BC11504

Lectures : 48

OBJECTIVES: The course is designed to equip students

1. To understand the concept, process and importance of communication.
2. To create awareness among students about methods and media of communication.
3. To make the course practical oriented and also help the develop their Language Skills

Unit 1: Introduction to Communication

No. of
Lects.04

- Meaning, Definition, objective, Process, importance. 02
- Principles of good Communication, 01
- Barriers to Communication, Overcoming Barriers. 01

Unit 2: Methods and Media of Communication

No. of
Lects.10

- Types of Communication (Verbal and Non-verbal with sub-types) 03
- Dimensions of Communication, Grapevine 03
- Teleconferencing, Video Conferencing, SMS, MMS, Internet and Social Media Sites. 04

Unit 3: Business Correspondence

No. of
Lects. 10

- Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Structure of E-mail 06
- Organization and techniques of writing. 04

Members Present :

- 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

Sign :

Dr. Sanjay Kaptan 24/4/15
 Dr. Varsha Deshpande 24/4/15
 Dr. Vasudha Joshi 24/4/15
 Ms. Sushma Joshi 24/4/15
 Ms. Neha Mirwani 24/4/15
 Dr. Rama Venkatachalam 24/4/15
 Ms. Abhradita Chatterjee Nahvi 24/4/15
 Ms. Kubra Wafai 24/4/15



Unit 4: Oral Communication

No. of
Lects.12

- Meaning, Nature, Scope, Principles of Effective Oral Communication, Techniques of Effective Speech, Press Conference, Group Discussion, Interviews, Negotiation, Business Meetings, Presentations, The Art of Listening, 05
- Principles of Good Listening, Barriers of Listening 02
- Email, Telephone Etiquettes 02
- Email, Telephone Etiquettes 03

Unit 5: Language and Writing Skills

No. of
Lects.12

- Need, Functions of Business Correspondence 04
- **Language Skills** - Business Idioms (as per list attached), Business Phrases (As per list attached), Paragraph Writing (Marks allotted) 04
- **Writing Skills** – Modern Business Writing, 7C's of Business Writing, Resume Writing, Job Application Letter 04

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

Sign :

SL

WJ 24/4/15
Venkatachalam 24/4/15
Neha 24/4/15
Rama 24/4/15
Abhradita 24/4/15
Kubra 24/4/15

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 - Simon 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



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

| Members Present : | Sign : |
|---|-------------------------------|
| 1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune | <i>SK</i> |
| 2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune | <i>V</i> |
| 3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune | <i>Vasudha Joshi 24/04/15</i> |
| 4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune | <i>Sushma 24/04/15</i> |
| 5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune | <i>Neha 24/04/15</i> |
| 6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune | <i>RV 24/04/15</i> |
| 7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune | <i>Abhradita 24/04/15</i> |
| 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune | <i>Kubra Wafai 24/04/15</i> |

