



HSNC University Mumbai

Ordinances and Regulations

With Respect to

Choice Based Credit System
(CBCS)

For the Programmes Under

The Faculty of Humanities

For the Course under the **New Education Policy (NEP)**

Bachelor of Arts (B. A.)

Curriculum – Second Year Undergraduate Programmes

Semester-III and Semester -IV

(with effect from the academic year 2024-2025)



HSNC University, Mumbai

No. HSNCU/BOS-English/August/665 of 2023

4th August 2023

Dr. Shalini R. Sinha, Chairperson
Professor, Dept .of English, K. C. College,
Shalini.sinha@kccollege.edu.in 9869431342

Dr. Geeta Sahu, Co-Chairperson
Dept.of English, HR College,
Geetasahu2@gmail.com 9892210994

Prof. Pratima Das (Adviser)
Dept.of English, C.H.M. College
Pratimadas65@gmail.com 9975160461

Prof. Dinesh Kumar Nair (Adviser)
Department of English, V.G. Vaze College
dineshnairk@yahoo.com 9870415231

Dr. Paromita Chakrabarti (Member)
Professor & Head, Dept. of English,
H.R. College,
drparomitachakrabarti@hrcollege.edu.in
9819198781

Ms. Kavita Peter (Member)
Dept. of English, KC College
Kavita.peter@kccollege.edu.in 9892490146

Ms. Jalaja Nair (Member)
Department of English, H.R.College
jalajanair9@gmail.com 9833313061

Ms. Trisha Dutta (Member)
Department of English, H.R.College
duttatrisha3@gmail.com 7738907722

Ms. Emelia Noronha (Invitee Academic Expert)
P.D. Lions College,
emelian@dalmialionscollege.ac.in 9819202132

Dr. Micky Barua (Invitee Academic Expert)
Vidyalankar Inst. Of Tech.
micky.barua@vit.edu.in 7021007481

Ms. Karishma Gandhi (Industry)
karishmapgandhi@gmail.com 9619487494

Ms. Vanshika Mithani (Alumnus Industry)
vanshika.mithani@in.ey.com 9819796926

Ms. Soumya Ambasht (Alumnus Topper)
Soumyambasht99@gmail.com 9140003612

Ms. Priyanka Shaw (Student Member)
Shaw7358@gmail.com 9137558514

Respected Sir / Madam,

By the direction of the Hon'ble Vice-Chancellor, I am pleased to inform you that you have been nominated on the Board of Studies in **English** under the Faculty of Humanities of the HSNC University, Mumbai, for a period of five years. I am therefore to request you kindly to form yourselves into the Board of Studies in **English** and also request you kindly to fulfill all the duties. Your appointment shall be governed by HSNC University Notification असाधारण क्रं. ३९१, dated 30th October 2019.

I am to request you kindly to convey your acceptance and confirmation at the earliest.

Looking forward to your active participation in the deliberations at the meetings of the Board of Studies in English, as and when held.

With warm regards.

Yours faithfully,

Dr. Bhagwan Balani
Registrar (Ag)

HSNC UNIVERSITY, MUMBAI

A State Cluster University

D. M. Harish Building, 47, Dr. R. G. Thadani Marg, Worli, Mumbai 400 018

T: +91 22 2493 5281, 2497 1506 | E: office@hsncu.edu.in | W: www.hsncu.edu.in



Copy for information to :
PA to Vice-Chancellor, HSNC University, Mumbai,
Office of the Hon'ble Vice-Chancellor, HSNC University
Office of the Registrar, HSNC University, Mumbai,



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The Faculty of Humanities

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Bachelor of Arts (B. A.)

For the Course

Skill Enhancement Course (SEC)

Business Communication

Curriculum – Second Year Undergraduate Programmes

Semester-III and Semester -IV

(with effect from the academic year 2024-2025)

Bachelor of Arts – Second Year

S.Y.B.A

Elective Programme: B.A.

Course: Skill Enhancement Course (SEC)

Paper: Business Communication

Preamble

Communication has gained significant importance in all aspects of life. Spoken as well as written communication is an essential life skill which has enormous power if used and delivered effectively. In today's world, mastering the skills of Communication necessary in the Business world is the key to success. Since effective communication skills act as an aid for understanding and delivering knowledge in any subject, it is therefore mandatory to introduce a course in Business Communication to the Second Year Bachelors of Arts students. The syllabus offers a combination of theories as well as practical aspects of the subject. It has been carefully designed

as a Skill Enhancement Course (SEC), to ensure that the various components of listening, speaking, writing & presentation skills have been elaborated upon. The course will enable students to learn the essential communication skills and will prepare them to be job-ready. The course equips the learners with the necessary know-how of official correspondence, digital methods of interface, dynamics of group communication and communication involved for special purposes.

Course Level Objectives:

- To develop knowledge of the overall communication processes as well as be sensitized towards the finer nuances of business communication.
- To develop effective listening skills in order to enhance critical listening competency
- To develop effective writing skills in order to enable students to write with precision, and also to develop understanding towards writing for special purposes.
- To develop confidence in the use of and knowledge of Business English and Business Communication in students of the Arts stream.
- To effectively make use of the various communication technologies in this digital era

Course Level Learning Outcomes:

After successful completion of the course the students should be able to:

- develop a comprehensive understanding of the theoretical and practical aspects of business communication
- develop both basic and advanced skills in business communication from writing business letters to business reports
- demonstrate through their speech and writing, appropriate business communication
- communicate at different levels of social and receptive domains
- perform appropriate roles of business personnel in different locations including learning negotiation, persuasion and problem-solving skills
- develop sensitivity towards human relationships and imbibe critical thinking abilities

Second Year (Semester III & IV) Scheme of Teaching

Sr. No.	Subject Code	Subject Title	Subject Unit Title	Lectures	Total No. of Lectures	Credits	Total Marks
1.		Business Communication	Unit I	15	45	3	75
			Unit II	15			
			Unit III	15			

Second Year (Semester III & IV) Internal and External Assessment Details

Sr. No.	Subject Code	Subject Title	Lectures per week (Lecture of 60 min) – 3					Evaluation Scheme	Total Marks
			Units	L	T	P	Credits		
1.		Business Communication	3	3	-	-	3	Internals Theory	25 50

**Detailed Syllabus
S.Y.B.A (SEC)
Business Communication**

Semester III

Business Communication - I

(3 credits)

Total Lectures: 45

UNIT I: Fundamentals of Communication (15 lectures)

- 1. The Concept of Communication** - Meaning and Definition, Process, Feedback
- 2. Channels of Communication** - Formal and Informal
- 3. Methods of Communication** – Verbal, Non-Verbal and Technology-Enabled Communication (Effective Presentation Skills)
- 4. Barriers to Communication** - Physical, Semantic/Language, Socio-Cultural and Psychological Barriers, Ways of overcoming these Barriers
- 5. Listening** - Barriers to Listening, Ways to Listen
- 6. Etiquette in Formal Communication** – Etiquette at the workplace, Etiquette while communicating via internet, phone and social media

UNIT II: Written Communication in Organizations (15 lectures)

- Components of formal letters
- Job Application Letter and Résumé
- Letter of Acceptance of Job Offer
- Letter of Resignation
- Letter of Appreciation

UNIT III: Revising and Editing Written Communication (15 lectures)

- Elements of effective writing style
- Revising written communication for conciseness, clarity, courtesy, completeness, You-attitude
- Improving writing to incorporate active voice, removing bias, obsolete usage, colloquialism and jargon

Formative Assessment: (25 marks)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project
4. Presentation

Note: Guidelines for Internal Assessment will be as per University norms.

Summative Assessment

QUESTION PAPER PATTERN SEMESTER III (SEM-END EXAM)

Duration: 2 hours

Marks: 50

Q. 1. Short Notes (four out of six) (Unit I) (20 marks)

Q. 2. Job Application Letter and Résumé (Unit II) (10 marks)

Q. 3. Letters (two out of three) (Unit II) (10 marks)

Q. 4. Editing Sentences (Unit III) (10 marks)

Semester IV

Business Communication - II

(3 credits)

Total Lectures: 45

UNIT I: Group Communication (15 lectures)

1. Group Discussions – Process of GD, Skills tested in GD

2. Interviews -, Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit, Online

3. Soft Skills – Emotional Intelligence, Conflict Management, Teamwork, Problem-Solving

4. Meetings - Types of Meetings, Role of the Chairperson and Participants, Drafting of Notice, Agenda and Resolutions

5. Committees & Conferences - Types of Committees, Meaning of Conference, Organizing a Conference, Modern Methods of Conducting Conferences - Skype & Webinar

6. Public Relations - Meaning and Functions of Public Relations (PR), External and Internal Measures of Promoting PR, Crisis Management

UNIT II: Routine Business Correspondence (15 lectures)

- Letters of Inquiry
- Letters of Complaints, Claims, Adjustments
- Consumer Grievance Redressal Letters
- Sales Letter

UNIT III: Business Writing -Planning and Organization (15 lectures)

- Parts of a Business Report
- Feasibility Reports
- Investigative Reports

Formative Assessment: (25 marks)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project
4. Presentation

Note: Guidelines for Internal Assessment will be as per University norms.

Summative Assessment

QUESTION PAPER PATTERN SEMESTER III (SEM-END EXAM)

Duration: 2 hours

Marks: 50

Q. 1. Short Notes (four out of six) (Unit I) (20 marks)

Q. 2. Notice, Agenda, Resolution (10 marks)

Q. 3. Letters (two out of three) (Unit II) (10 marks)

Q. 4. Report (one out of two) (Unit III) (10 marks)

Reading Resources

Almonte, Richard. *A Practical Guide to Soft Skill Communication Psychology and Ethics for your Professional Life*. Taylor & Francis, 2021.

Bacon, Terry and David Pugh. *Powerful Proposals, How to give your business the winning edge*. AMACOM, 2005.

Booher, Dianna. *E-Writing: 21st-Century Tools for Effective Communication*. Gallery Books, 2001.

Bovee, Courtland, John Thill and Roshan Lal Raina. *Business Communication Today*. 15th edition Pearson, 2021.

Comfort, Jeremy. *Business Reports in English*. Cambridge University Press, 1985

Hartley, Peter and Clive Bruckmann. *Business Communication* Routledge; 1st edition (2001)

Osborn, Anna and James Schofield. *Collins English for Business Writing*. Goyal Publishers, 2021.

Additional References:

Effective Listening Skills by Kratz, Abby Robinson, Irwin Professional Publishing, Toronto, 1995

Body Language by Allan Pease, Sudha Publications, Delhi, 1998

Essentials of Business Writing by Guffey Mary Ellen, South-Western College Publishing, Ohio 2000

Business Communication Strategies by Monippally, Matthukutty, M., Tata McGraw Hill, New Delhi, 2001

Basic Business Communication: Skills for Empowering the Internet Generation by Raymond V. Lesikar and Marie E. Flatley, 9th Edition, Tata McGraw Hill, New Delhi, 2002

Business Communication by Meenakshi Raman and Prakash Singh, Oxford University Press, 2007

Effective Business Communication by Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, McGraw Hill, 2008

Business Communication: Making Connections in a Digital World by Raymond V. Lesikar, 13th Edition, McGraw Hill Education, 2009

Non-Verbal Communication: Studies and Applications by Moore, Ninja-Jo, Oxford University Press, New York, 2010

Business Communication by D. Chaturvedi and Mukesh Chaturvedi, Third Edition, Pearson, 2013

Ethics in Management by S.A. Sherlekar, Himalaya Publication, New Delhi, 2016

Business Ethics by Pearson, 8th Edition, Pearson Education, 2018

Modern Business Correspondence by Garlside, L.E., McDonald and Evans Ltd., Plymouth 1980

Effective Communication Made Simple by Eyre, E.C., Rupa and Co., Calcutta 1985

Excellence in Public Relations and Communication Management edited by James E. Grunig, Lawrence Erlbaum Associates Hillsdale, NJ 1992

Making Meetings Work by Barkar, Alan, Sterling Publications Pvt. Ltd., New Delhi 1993

How to Interview and be Interviewed by Brown, Michele and Gyles Brandreth, Sheldon Press, London 1994

The Right Way to Conduct Meetings, Conferences and Discussions by H.M. Taylor and A.G. Mears, Elliot Right Way Books 1994

The Essence of Effective Communication by Ludlow, Ron, Prentice, New Delhi 1995

Communication in Organisation by Fisher Dalmar, Jaico Publishing House, Delhi 1999

Effective Academic Writing by Savage, Alice. Oxford: OUP 2005

Business Communication by Ramesh Tiwari, Pointer Publication, Jaipur 2006

Business Communication II by Muktha M. Jacob, Chippy S. Bobby, Shefali Naranje, Himalaya Publishing House 2008

"What Is Public Relations?" by Roos, Dave, SAGE. New York 2014

The Art of the Interview by James Storey, Create Space Publishing 2016

Online Resources:

https://nptel.ac.in/courses/110/105/110105052/ (Unit 1:1.2)
https://nptel.ac.in/courses/109/104/109104107/ (Unit 1:1.2)
https://onlinecourses.swayam2.ac.in/cec20_mg32/preview (Unit 1: 1.4)
https://nptel.ac.in/courses/109/106/109106094/ (Unit-3: 3.4) (week 5)
https://nptel.ac.in/courses/109/105/109105144/ (week 7&8) (Unit 1:1.1)
https://nptel.ac.in/content/storage2/courses/109104030/Module8/Lecture25.pdf ((Unit 1:1.1)
https://www.youtube.com/watch?v=Ed7S4r7hrDY (1:1.1)