

Effective Communication Skills-2

(To be implemented from AY 2025-26)

Syllabus for FY B.Com (General), FY B.Com.
(B.A.F/B.B.I./B.F.M./B.MAF./Entrepreneurship),
FY B.Sc. (Computer/I.T./E.V.S./Packaging Technology/DS/AI)
Semester-II

COURSE CODE :

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is of 60 minutes

Course Objectives:

1. To develop effective interpersonal skills among learners for corporate employability.
2. To develop effective business letter writing skills among students applicable in the corporate world.
3. To develop professional skills among learners for better personality development.

Course Outcomes:

1. Learners will be able to apply interpersonal skills for better employability.
2. Learners will be able to utilize effective business letter writing skills required in the corporate world.
3. Learners will be able to use specified oral and written skills for professional development.

| Sr.No | Syllabus | No. of lectures |
|-------|---|-----------------|
| 01 | Module-1.Group Communication Interview Skills: Preparing for Interview, Types of Interviews, Group Discussion: Nature and Ingredients, Process and Preparation, Corporate Meetings: Theory, Group Dynamics, Process of Conducting Meeting, Notice, Agenda and Minutes of Meeting, Conference: Types, Organization, Advanced Methods of conducting conferences | 10 |
| 02 | Module-2.Business Correspondence -2 Trade Letters: Inquiry Letter, Complaint Letter, Adjustment Letter, Sales Letter, RTI and Consumer Grievance Letter, Report Writing: Types of Report, Format of Report, Investigative Report, Feasibility Report | 10 |
| 03 | Module-3. Language and Writing Skills: Presentation Skills: Principles of Effective Presentation, Use of PPT Summarization: Identification of main points and sub points, Presenting in cohesive manner, Paraphrasing and summarizing, Application of Current Affairs in Interview and Group Discussion. | 10 |

Recommended Activities:

- 1.Demo Interviews
- 2.Group Discussions
- 3.Group Presentations



Reference Books:

9. A Handbook of Commercial Correspondence by Ashley, A, Oxford University Press, 1992.
10. Basic Business Communication: Skills for Empowering the Internet Generation by Raymond Lesikar and Marie Flatley, 9th Edition, Tata McGraw Hill, New Delhi, 2002.
11. Business Communication by D Chaturvedi and Mukesh Chaturvedi, Third Edition, Pearson Publications Ltd, 2013.
12. Business Communication by Meenakshi Raman and Prakash Singh, Oxford University Press, 2007.
13. Business Communication Strategies by Monippally, Matthukutty, M, Tata McGraw Hill New Delhi, 2001.
14. Effective Business Communication by Herta Murphy, Herbert Hildebrandt, Jane Thomas, McGraw Hill Education, 2009.
15. Effective Communication by Balan K.R. and Rayadu C.S., Beacon Publication, New Delhi, 1996.
16. Effective Technical Communication by M. Ashraf, Rizvi, McGraw Hill Publications, 2006.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

(A)Internal Assessment 20 marks

| Description | Marks |
|---|-------|
| * Continuous Evaluation | 10 |
| Project/ Activity Report /Assignments/Audio-visual activity | 5 |
| Attendance and Class behavior | 5 |
| Total | 20 |

**Application oriented activities will be conducted*

B)Semester end examination 30 marks

| | | |
|---------------|---|----------|
| Question no.1 | A) Descriptive Question OR B) Short Notes -2 out of 3 (5 Marks each) Module no.1 | 10 Marks |
| Question no.2 | A) Descriptive Question OR B) Short Notes-2 out of 3 (5 Marks each) Module no.2 | 10 Marks |
| Question no.3 | A) Descriptive Question OR B) Short Notes-2 out of 3 (5 Marks each) Module no.3 | 10 Marks |

Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.

