



PEOPLE'S EDUCATION SOCIETY'S
DR. AMBEDKAR COLLEGE OF COMMERCE AND ECONOMICS,
WADALA, MUMBAI-31

DEPARTMENT
BUSINESS COMMUNICATION

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❖ **GENERAL INFORMATION**

- Name of the Department: Business Communication
- Year of Establishment: 1972
- Name of the Subject in charge: Prof. Dr. Jeyashree G. Iyer.

❖ **OBJECTIVES OF THE DEPARTMENT**

- To create awareness of the complexity of communication process.
- To help students learn how to listen critically and effectively so they can understand what is being taught to them.
- To help students build good oral communication skills so they can speak in front of others and large groups with assurance.
- To develop effective writing skills so as to enable students to write in a clear, concise, persuasive and audience centered manner.
- To improve one's capacity for successful electronic communication.

❖ **FACULTY PROFILE**

Sr.No.	Name	Qualification	Designation	Teaching Experience In Years
1	I/C Principal Prof. Dr. Jeyashree G. Iyer	M.A., Ph.D, M.Phil	Professor	32
2	Dr. Ramesh B. Ghegadmal	M.A. Ph.D, M.Phil, L.L.B; B.Ed.	Assistant Professor	21
3	Arun S. Sonkamble	M.A. SET, NET B.Ed	Assistant Professor	10

❖ **SYLLABUS**

▪ **Semester- I**

Unit – 1: Theory of Communication

1. **Cocept of Communication :** Models of Communication- Linear / Interactive/
Transactional, Meaning, Definition, Process, Need, Feedback
Emergence of communication as a key concept in the Corporate and Global world
2. **Impact of Technology Enabled Communication:** Types- Internet, Blogs, E-mail,
Moodle, Social Media (Facebook, Twitter and Whats App) Advantages and
Disadvantages
3. **Communication at Workplace:** Channels- Formal and Informal- Vertical,
Horizontal, Diagonal, Grapevine
Methods- Verbal/Non-verbal, Business Etiquettes
4. **Business Ethics:** Ethics at workplace- Importance of Business Ethics
Personal Integrity at the workplace
Business Ethics and Media
Computer Ethics
Corporate Social Responsibility
5. **Problems in Communication/ Barriers to Communication:**
Physical/ Semantic/ Language/ Socio-Cultural/ Psychological Barriers
How to overcome barriers

6. Listening:

Importance of Listening skills, Obstacles of Listening, Cultivating good Listening Skills

Unit- 2: Business Correspondence

1. Theory of Business Letter Writing:

Parts, Structure, Layouts- Full Block, Principles of Effective Letter Writing, Principles of Effective E-mail Writing

2. Personnel Correspondence

Statement of Purpose, Letter of Recommendation, Job-Application Letter, Letter and Resume, Letter of Appointment, Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation

Unit- 3: Language and Writing Skills

1. Commercial Terms used in Business Communication

2. Paragraph Writing:

Developing an Idea, using appropriate linking devices, etc. Cohesion and Coherence, etc.

3. Tutorials Activities:

Speaking skills, Writing Skills, Remedial Grammar, Soft's Skills, EQ-Conflict Management, Time management.

❖ Semester- II

Unit-1: Group Communication

1. Interviews:

Group Discussion, Preparing for an Interview,
Types of Interview- Selection, Appraisal, Grievance, Exit, Online

2. Meetings:

Need and Importance of Meeting, Conduct of Meeting and Group Dynamics, Role of the Chairperson, Role of the Participants
Drafting of Notice, Agenda and Resolutions
Types of Secretaries- Company/ Private

3. Committees and Conferences:

Importance and types of Committees, Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Skype & Webinar

4. Public Relations:

Meaning, Functions of PR Department
External and Internal Measures of PR
Crisis Management, Press Release

Unit- 2: Business Correspondence:

1. Trade Letters:

Letter of Inquiry, Letter of Complaints, Claims, Adjustments, Sales Letters, Promotional Leaflets and Fliers, Consumer Grievance Redressed Letters, Letters under Right to Information (RTI) Act

Unit- 3: Language and Writing Skills

1. Reports and Business Proposals:

Parts, Types, Feasibility Reports, Investigative Reports, Drafting Business Proposals

2. Summarisation:

Identification of main and supporting/sub points, presenting these in cohesive manner

3. Tutorials Activities:

Group Discussion, Book Review, Mock Interviews

Result Analysis Academic Year 2017 - 2018						
Year	Exam	Semester	Subject	Total Registered	Pass Students	Passing Percentage
F.Y. B.Com	Winter - 17	Sem - I	Business communication	1198	755	63%
	Summer - 18	Sem - II	Business communication	1198	672	56%
Academic Year 2018 - 2019						
Year	Exam	Semester	Subject	Total Registered	Pass Students	Passing Percentage
F.Y. B.Com	Winter - 18	Sem - I	Business communication	1200	670	56%
	Summer - 19	Sem - II	Business communication	1200	709	59%
Academic Year 2019 - 2020						
Year	Exam	Semester	Subject	Total Registered	Pass Students	Passing Percentage
F.Y. B.Com	Winter - 19	Sem - I	Business communication	1066	922	86%
	Summer - 20	Sem - II	Business communication	1066	745	70%
Academic Year 2020 - 2021						
Year	Exam	Semester	Subject	Total Registered	Pass Students	Passing Percentage
F.Y. B.Com	Winter - 20	Sem - I	Business communication	668	537	80%
	Summer - 21	Sem - II	Business communication	671	590	88%
Academic Year 2021 - 2022						
Year	Exam	Semester	Subject	Total Registered	Pass Students	Passing Percentage
F.Y. B.Com	Winter - 21	Sem - I	Business communication	1051	935	89%
	Summer - 22	Sem - II	Business communication	1051	926	88%
Academic Year 2022 - 2023						
Year	Exam	Semester	Subject	Total Registered	Pass Students	Passing Percentage
F.Y. B.Com	Winter - 22	Sem - I	Business communication	840	523	62%
	Summer - 23	Sem - II	Business communication	840	546	65.08

❖ **TEACHING PLAN**

- Academic Year : **2017-2018 to 2022-23**
- **F.Y. B. Com. (SEM – I)**

Month	Chapter
July	Unit-1: Theory of Communication 1. Concept of Communication Models of communication Linear/Interactive/Transactional Meaning, Definition process, Need of communication feedback
August	2. Impact of Technology Enabled Communication: Internet, Blogs, E-mail, Moodle, social Media (facebook, twitter & Whats app) Advantages and Disadvantages.
	3. Communication at Workplace: Channels-- Formal and Informal Vertical, Horizontal, Diagonal, Grapevine Methods- Verbal/ Non verbal, Business Etiquettes
September	4. Business Ethics: Ethics at Workplace- Importance of business Ethics, Personal Integrity at workplace, Business Ethics and Media, computer Ethics Corporate Social Responsibility
	5. Problems in Communication/ Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers Ways to Overcome these Barriers
October	6. Listening: Importance of Listening Skills Cultivating good Listening Skills
	Unit- 2: Business Correspondence 1.Theory of Business Letter Writing: Parts, Structure, Layouts- FULL Block, Principles of Effective Letter Writing, Principles of Effective E- mail writing
November	2. Personal Correspondence : Statement of purpose, Letter of Recommendation, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation
	Unit- 3: Language and Writing Skills
	Paragraph writing
	Revision

▪ **F.Y. B. Com. (SEM – II)**

Month	Chapter
January	Unit-1: Group Communication 1.Interviews: Group Discussion, Preparing for an Interview, Types of Interview- Selection , Appraisal , Grievance, Exit, Online
	2. Meetings: Need and Importance of Meeting, Conduct of Meeting and Group Dynamics, Role of the Chairperson, Role of the Participants Drafting of Notice, Agenda and Resolutions Types of Secretaries- Company/ Private
February	3. Committees and Conferences: Importance and types of Committees, Meaning and Importance of Conference , Organizing a Conference, Modern Methods: Skype & Webinar
	4. Public Relations: Meaning, Functions of PR Department External and Internal Measures of PR Crisis Management, Press Release
March	Unit- 2: Business Correspondence: 1.Trade Letters: Letter of Inquiry, Letter of Complaints, Claims, Adjustments, Sales Letters, Promotional Leaflets and Fliers, Consumer Grievance Redressed Letters, Letters under Right to Information (RTI) Act
	Unit- 3: Language and Writing Skills 1.Reports and Business Proposals: Parts, Types, Feasibility Reports, Investigative Reports, Drafting Business Proposals 2. Summarization
	Revision

❖ **STUDENTS-TEACHERS RATIO**

2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
373:1	400:1	355:1	224:4	350:1	280:1

❖ **DEPARTMENTAL ACTIVITIES**

1. Inauguration of Special English Course
 - Date: 28th August, 2018
 - Time: 11:00 a.m
 - Room No: 111
 - Chief Guest: Ms. Mythilli Mukundan (HOD, M.D. College)
2. **Workshop on Business Ethics**
 - Date: 28th August, 2019
 - Time: 10:30 a.m
 - Room No: 111
3. **Special English Course**
 - Date: from 20th August 2019 to 16th September, 2019
 - Time: 10:30 a.m
 - Room No: 111
4. **Special English Course**
 - Date: from 4th February, 2020 to 29th February 2010
 - Time: 10:30 a.m
 - Room No: 111
5. **Workshop on Soft Skills**
 - Date: 27th November, 2021
 - Time: 9:00 a.m
 - Zoom Platform
6. **Add on Course on Communication Skills with Global Talent Track Foundation (GTT)**
 - Course Duration: 15 Days
 - Daily 2 Hrs. (Total 30 Hrs.) Time: 4:00 pm to 6 pm
 - Date: From 20th January, 2022 to 12th February, 2022
 - Lecture Format: Google Meet
7. **Revision Lecture**
 - Date: 8th January, 2022

- Time: 11 a.m
- Google Meet

8. Revision Lecture

- Date: 12th November, 2022
- Time: 10:30 a.m
- Room No: 02 (Assembly Hall)

9. Revision Lecture

- Date: 16th April, 2022
- Time: 10:30 a.m.

10. English Language Lab was established On 13th July, 2017. The Software was installed on 20th July, 2017. Initially it was installed for a period of one year. After the completion of one year, the software has been renewed on 21st June, 2019 up to 20th June, 2020.