

Course No. 101

**BUSINESS COMMUNICATION-I (BUCN I)**  
**(For B.Com.General And Six Speciality Courses)**

**Marks: 80**

**Hours: 40**

**Objective:** The objective of this course is to develop effective business communication skills among the students.

**Course Contents:**

- Unit I:** Introducing Business Communication: Basic forms of communication; Communication models and processes; Effective communication; Theories of communication; Audience analysis. 20: 10 hrs
- Unit II:** Corporate Communication: Formal and informal communication networks; Grapevine, Miscommunication (Barriers); Improving communication. 20: 10 hrs
- Unit III:** Practice in business communication, Group discussions, Mock interviews, Seminars, Effective listening exercises; Individual and group presentations. 20: 10 hrs
- Unit IV:** Business letters and memo formats; Appearance request letters, Good news and bad news letters; persuasive letters; Sales letters; Collection letters; Office memorandum. 20: 10 hrs

**Text and Reference Books:**

- 1 Balasubramanyum: Business Communication; Vikash Publishing House, Delhi.
- 2 Kaul: Business Communication; Prentice Hall, New Delhi.
- 3 Kaul: Effective Business Communication; Prentice Hall, New Delhi.
- 4 Bezborah, P. & Mahanta K.: Business Communication, Kalyani Publishers.
- 5 Bovee : Business Communication Essential, Pearson, New Delhi.
- 6 Chaturbedi/Chaturvedi: Fundamentals of Business Communication, Pearson, New Delhi.