SYLLABUS OF

BUSINESS COMMUNICATION

AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME
(To be Implemented from 2020-21 Academic Year)

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A, B.Com & B.Sc Programmes
Revised CBCS w.e.f 2020-21
SKILL DEVELOPMENT COURSE
COMMERCE STREAM
BUSINESS COMMUNICATION
Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

Learning Outcomes:
After successful completion of this course, students will be able to;
1. Understand the types of business communication and correspondence
2. Comprehend the processes like receiving, filing and replying
3. Acquire knowledge in preparing good business communications
4. Acquaint with organizational communication requirements and presentations.

SYLLABUS:

UNIT I: 06hrs
Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs
Types of Business Communications – Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations-- Online communications.

UNIT III: 10hrs
Receiving business communications - Filing and processing - Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication - Preparation of business meeting agenda – agenda notes - minutes – circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities (04hrs):
1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:
MODEL QUESTION PAPER FORMAT

Max. Marks: 50  
Time: 1 1/2 hrs (90 Minutes)

SECTION A  
(Total: 4x5=20 Marks)
(Answer any four questions. Each answer carries 5 marks 
(At least 1 question should be given from each Unit)

1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  

SECTION B  
(Total: 3x10 = 30 Marks)
(Answer any three questions. Each answer carries 10 marks 
(At least 1 question should be given from each Unit)

1.  
2.  
3.  
4.  
5.