

**BUSINESS COMMUNICATION SKILLS**

Semester I

Subject Code: BB11502

Lectures : 48

**OBJECTIVES: This course is designed to equip students with**

1. Basic understanding regarding the Fundamentals and Forms of communication.
2. Awareness among student about Methods and Media of Communication
3. And also help them to develop language skills.

**Unit 1: INTRODUCTION TO COMMUNICATION**No. of  
Lects.06

- Meaning, Definition, Objective, Process, Importance. 02
- Principles of good Communication, Barriers to Communication, Overcoming Barriers 02
- Introduction to Corporate Communication 02

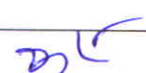
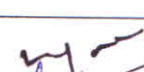
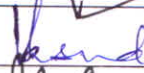
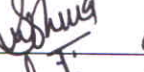
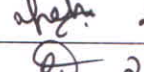
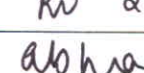
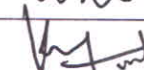
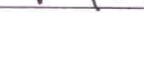
**Unit 2: FORMS & MEDIA OF COMMUNICATION**No. of  
Lects.10

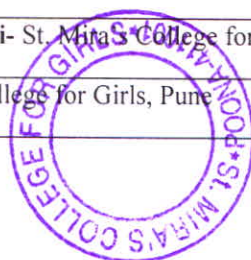
- Types of Communication (Verbal and Non-verbal with sub-types) 03
- Dimensions of Communication, Grapevine 02
- Email, Telephone Etiquettes 02
- Teleconferencing, Video Conferencing, SMS, MMS, Internet and Social Media Sites. 03

03

**Unit 3: BUSINESS LETTER WRITING**No. of  
Lects.10

- Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, 05
- Organization and Techniques of writing. 05

Members Present :	Sign :
1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune	
2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune	 24/7/15
3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune	 24/4/15
4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune	 24/4/15
5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune	 24/4/15
6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune	 24/4/15
7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune	 24/04/15
8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune	 24/04/15




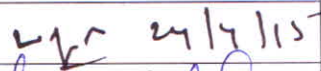
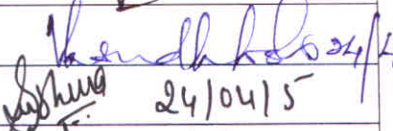
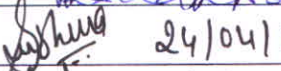
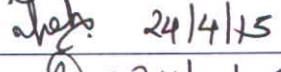
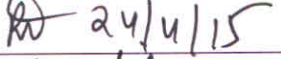
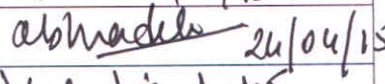
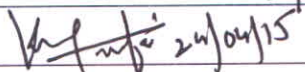
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Unit 4: Oral Communication	No. of Lects.12
<ul style="list-style-type: none"> <li>Meaning, Nature, Scope, Principles of Effective Oral Communication, Techniques of Effective Speech, Press Conference, Group Discussion, Interviews, Negotiation, Presentations,</li> </ul>	07
<ul style="list-style-type: none"> <li>The Art of Listening, Principles of Good Listening, Barriers of Listening,</li> </ul>	05

Unit 5: Language and Writing Skills	No. of Lects.10
<ul style="list-style-type: none"> <li><b>Language Skills</b> - Business Idioms (as per list attached), Business Phrases (As per list attached), Paragraph Writing (Marks allotted)</li> </ul>	05
<ul style="list-style-type: none"> <li><b>Writing Skills</b> – Modern Business Writing, 7C's of Business Writing, Resume Writing, Job Application Letter, Writing Minutes of Meeting</li> </ul>	05

**Reference Books:**

- 1) Business Communication (Principles, Methods and Techniques) - Nirmal Singh- Deep & Deep Publications Pvt. Ltd, New Delhi.
- 2) Business Communication skills – Dr.G.M.Dumbre, Dr.Anjali Kalkar, Dr.P.N.Shende, Dr.S.D.Takalkar- (success Publication, Pune)
- 3) Contemporary English Grammar – Raymond Murphy
- 4) Creating a Successful CV - Siman Howard - Dorling Kindersley.
- 5) Essentials of Business Communication – Rajendra Pal & J. S. Korlhalli- Sultan Chand & Sons, New Delhi.
- 6) Media and Communication Management – C.S.Raydu - Himalaya Publishing House, Mumbai.
- 7) Professional Communication- Aruna Koneru- Tata McGraw-Hill Publishing Co. Ltd, New Delhi.
- 8) S. Essential English Grammar - Raymond Murphy
- 9) T. Business Maharajas – Gita Parimal

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8) Ms. Kubra Wafar- St. Mira's College for Girls, Pune	



### LIST OF BUSINESS IDIOMS

1. Across the board = including everyone or everything
2. Banker's hours = short work hours
3. Big gun/cheese/wheel/wig = an important person, a leader
4. Calculated risk = an action that may fail but has a good chance to succeed
5. Company man = a person who always works hard and agrees with his employees
6. Cut corners = economize
7. Gain ground = go forward, make progress
8. Get a break = get an opportunity or good deal
9. In short-supply = not enough, in less than the amount or number needed
10. In the black = successful or making money
11. In the red = losing money, unprofitable
12. Sell like hotcakes = sell very quickly
13. Take a nosedive = collapse, fail, decrease in value
14. Tight spot = a difficult situation
15. Bitter pill to swallow = bad news; something unpleasant to accept
16. On top of trends = modern; aware and responding to the latest tastes
17. (To) pass the buck = to shift the blame; to blame somebody else
18. Mix business with pleasure = to combine work and social activities.
19. Go about your business = to do what you usually do
20. (To) keep one's eye on the prize = to stay focused on the end result
21. (To) keep something under wraps = to keep something secret
22. To dot your i's and cross your t's = to be very careful; to pay attention to details
23. (to) drum up business = to create business; to find new customers
24. (to) compare apples to oranges = to compare two unlike things; to make an invalid comparison
25. throw money at something = try to solve a problem by spending money on it

### LIST OF BUSINESS PHRASAL VERBS

1. bail out = help or rescue a person/company
2. break even = have expenses equal to profits
3. buy off = use a gift or money to divert someone from their duty or purpose
4. back out of = desert; fail to keep a promise
5. buy out = buy the ownership or a decisive share of something
6. close down = close permanently
7. cross out = eliminate
8. cut off = interrupt; sever; amputate
9. cut down = reduce in quantity
10. close out = sell the whole of something, sell all the goods
11. Call in = Ask to come to an official place for a special reason
12. Check into = Investigate
13. draw up = write; compose (a document)
14. figure out = find an answer by thinking about something
15. fall back on = use for emergency purpose
16. hold off = delay; restrain
17. kick back = money paid illegally for favourable treatment
18. run for = campaign for
19. spell out = enumerate; state in detail
20. take over = take control or possession of something, take charge or responsibility
21. work out = plan, develop
22. Write off = remove from a business record, cancel a debt
23. Shell out = To pay for something, usually something you would rather not have to pay for
24. Put aside = To save money for a specific purpose
25. Turn down = Decrease volume

