

GANPAT UNIVERSITY																
FACULTY OF SOCIAL SCIENCES AND HUMANITIES																
Programme		Bachelor of Commerce				Branch / Spec.		General								
Semester		II				Version		1.0.0.0								
Effective from Academic Year			2025-26			Effective for the Batch Admitted in			July 2025							
Subject Code		BAEC101		Subject Name			Business Communication									
Teaching Scheme						Examination Scheme (Marks)										
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total							
	L	TU	P	TW												
Credit	02	00	00	00	02	Theory	25	25	50							
Hours	02	00	00	00	02	Practical	00	00	00							
Pre-requisite:																
Basic acquaintance with English Language and English Grammar																
Objective:																
To develop oral and written business communication skills to apply in a real business situation with confidence.																
Learning Outcomes:																
On successful completion of the course, the students will be able to:																
<ul style="list-style-type: none">Proficiently employ business language tools to enhance communication and problem-solving skills in professional contexts.Acquire the essential knowledge and skills to navigate intricate communication situations, promote collaboration, and succeed in professional pursuitsGain skills for professional written communication, comprehensive business report creation, and productive meeting facilitation, enhancing business operations' efficiency and success.Handle various professional communication situations more impressively and effectively.																
Mapping of PO-CO and PSO-CO:																
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
		CO1	1	2	1	1	1	2	1	1	3	2	2	2	1	1
		CO2	1	1	2	1	2	1	1	1	2	2	3	3	1	2
		CO3	2	1	1	1	1	1	1	1	2	1	2	2	2	1
		CO4	1	1	1	2	1	1	1	1	2	1	1	2	2	1
Theory Syllabus																
Unit	Content								Hrs.							
1	Vocabulary and Verbal Ability: Business Idioms and Phrases, One Word Substitutes, Collocations, Word Analogies, Punctuation and Capitalism, Para Jumbles								10							
2	Basics of Communication Skills: Definition and Principles of Communication, Process of Communication, Language as a Tool of Communication (7Cs of Communication), Types/ Media of Communication ((Formal - Informal, Verbal – Nonverbal, Visual, Electronic communication, and Barriers to communication with remedies and Flow of Communication								10							
3	Business Writing Skills Business Letters: Sales Promotion, Enquiry and Reply, Order and Execution of an Order, Complaint and Adjustment. Business Reports: Importance of Reports, Types of Business Reports, Characteristics of Report, Structure of Report, and Reports by Individuals and by Committee. Meetings: Writing Notice, Agenda, and Minutes of Meeting								10							
	Exam: Theory 100%, Numerical 0%															
Text Book:																
	Pal Rajendra, Essentials of Business Communication, S. Chand & Company. 2012															
Reference Books:																
	Rai Urmila, English Language Communication Skills, Himalaya Publishing House.															

	<p>Raman Meenaksi & Sangeeta Sharma, Technical Communication: Principles and Practice, Oxford University Press.</p> <p>Rizvi M Ashraf, Effective Technical Communication, Tata McGraw-Hill Education.</p>
Online Resource:	
	<p>https://swayam.gov.in/explorer?searchText=Business+Communication:</p> <p>Effective Business Communication</p>