

| GANPAT UNIVERSITY                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
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| FACULTY OF SOCIAL SCIENCES AND HUMANITIES                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| Programme                                                                                                                                                                                    | Bachelor of Arts                                                                                                                                                                                                                                                                                                                                                                                         |               |                  |     | Branch/Spec.                        | Psychology |     |     |       |                |      |      |      |      |      |
| Semester                                                                                                                                                                                     | II                                                                                                                                                                                                                                                                                                                                                                                                       |               |                  |     | Version                             | 2.0.0.0    |     |     |       |                |      |      |      |      |      |
| 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-requisites:                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| Basic acquaintance with English Language and English Grammar                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| Objectives:                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| To develop oral and written business communication skills to apply in a real business situation with confidence.                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| Learning Outcome/Course Outcome                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| On successful completion of the course, the students will be able to:                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| CO1- Proficiently employ business language tools to enhance communication and problem-solving skills in professional contexts.                                                               |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| CO2- Acquire the essential knowledge and skills to navigate intricate communication situations, promote collaboration, and succeed in professional pursuits                                  |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| CO3- Gain skills for professional written communication, comprehensive business report creation, and productive meeting facilitation, enhancing business operations' efficiency and success. |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| CO4- Handle various professional communication situations more impressively and effectively.                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| <b>Mapping of PO-CO and PSO-CO:</b>                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
|                                                                                                                                                                                              | 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           | 2                | 3   | 1                                   | 3          | 1   | 1   | 1     | 1              | 2    | 1    | 1    | 1    | 2    |
|                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                          | CO2           | 3                | 3   | 1                                   | 3          | 1   | 1   | 1     | 1              | 1    | 2    | 1    | 3    | 3    |
|                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                          | CO3           | 1                | 2   | 1                                   | 3          | 1   | 1   | 1     | 1              | 1    | 1    | 2    | 1    | 1    |
|                                                                                                                                                                                              | CO4                                                                                                                                                                                                                                                                                                                                                                                                      | 3             | 3                | 2   | 3                                   | 1          | 1   | 1   | 1     | 2              | 1    | 1    | 3    | 2    |      |
| Theory syllabus                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| Unit                                                                                                                                                                                         | Content                                                                                                                                                                                                                                                                                                                                                                                                  |               |                  |     |                                     |            |     |     | Hrs   |                |      |      |      |      |      |
| 1                                                                                                                                                                                            | <b>Vocabulary and Verbal Ability:</b><br>Business Idioms and Phrases, One Word Substitutes, Collocations, Word Analogies, Punctuation and Capitalism, Para Jumbles                                                                                                                                                                                                                                       |               |                  |     |                                     |            |     |     | 10    |                |      |      |      |      |      |
| 2                                                                                                                                                                                            | <b>Basics of Communication Skills:</b><br>Definition, Principles, Process, Types/ Media of Communication ((Formal - Informal, Verbal – Non-verbal, Visual, Electronic communication and Barriers to communication with remedies and Flow of Communication                                                                                                                                                |               |                  |     |                                     |            |     |     | 10    |                |      |      |      |      |      |
| 3                                                                                                                                                                                            | <b>Business Writing Skills</b><br><b>Business Letters:</b> Sales Promotion, Enquiry and Reply, Order and Execution of an Order, Complaint and Adjustment.<br><b>Business Reports:</b> Importance of Reports, Types of Business Reports, Characteristics of Report, Structure of Report, and Reports by Individuals and by Committee.<br><b>Meetings:</b> Writing Notice, Agenda, and Minutes of Meeting. |               |                  |     |                                     |            |     |     | 10    |                |      |      |      |      |      |
|                                                                                                                                                                                              | <b>Exam: Theory 100%, Numerical 0%</b>                                                                                                                                                                                                                                                                                                                                                                   |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| Text Books                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
|                                                                                                                                                                                              | Pal Rajendra, Essentials of Business Communication, S. Chand & Company. 2012                                                                                                                                                                                                                                                                                                                             |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
| Reference Books:                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |
|                                                                                                                                                                                              | Rai Urmila, English Language Communication Skills, Himalaya Publishing House.<br>Raman Meenaksi & Sangeeta Sharma, Technical Communication: Principles and Practice, Oxford University Press.<br>Rizvi M Ashraf, Effective Technical Communication, Tata McGraw-Hill Education.                                                                                                                          |               |                  |     |                                     |            |     |     |       |                |      |      |      |      |      |

**Online Sources:**

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|  | <a href="https://swayam.gov.in/explorer?searchText=Business+Communication">https://swayam.gov.in/explorer?searchText=Business+Communication</a> : Effective Business Communication |
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