

Semester: II

FC: 201 : Business Communication: II (Foundation Course)

Theory: Credit: 3 (70%)

Total Marks: 100

Practical: Credit: 1(30%)

Unit	Topics Covered under unit	Wt.
I	Sales promotion letter, promotional emails Precise writing, Reading Comprehension	25%
II	Theory Of Communication: Types Of Communication Objective Of Communication Obstacles Of Communication	25%
III	Report Writing: 1. Individual report- Employee satisfaction report Report for Starting of new branch Report on product performance in the market. 2. Committee Report with note of dissent: Feasibility report, Employees' grievances report.	25%
IV	Practical Aspects of Communication Group Discussion & Personal Interview (25%) Listening CDs of level II (25%) Reading Skill (25%) Noting down the reading of the Examiner (25%)	25%

Recorded Materials Recommended:

1. Keep up Your English B B C. (Audio)
2. Choosing your English. BBC
3. Language of Business BBC
4. Getting on in English BBC

Reference Books:

1. Business communication by MKSehgal & V. Khetarpal, excel books, New Delhi
2. Communication skills by Dr. N. Rao & Dr. R. P. Das
3. Principles and Practice of Business Communication By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)
4. Business Communication By U. S. Rai & M. S. Rai, (Himalaya Publishing House, Bombay)
5. Pal and Suri, Essential of Business Communication. S. Chand