



Syllabus

First Semester Courses in BA in Mass Communication and Journalism

2023-2024

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APPROVED SYLLABUS



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ST. XAVIER'S COLLEGE
AUTONOMOUS
MUMBAI - 400 001.

F.Y.B.A MCJ**Ability Enhancement Course: AEC (Offered for the BA-MCJ students)****Title: Business Communication****Course Code: UAMCJ4501AE1****Credits: 2 (Total 30 hours)****Course Objectives:**

1. To develop awareness of the complexity of the communication process.
2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener.
3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.
4. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centered manner.
5. To develop ability to communicate effectively with the help of electronic media.

Course Outcomes (COs):

Sr. No	On completing the course, the student will be able to:	PSOs addressed	Cognitive level
CO1	Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.	1	U
CO2	Demonstrate their ability to write error free while making an optimum use of correct Business Vocabulary and Grammar.	1,2	U, Ap
CO3	Draft effective business correspondence with brevity and clarity.	1,3	U, Ap
CO4	Stimulate their Critical thinking by designing and developing clean and lucid writing skills.	1,2,3	U, Ap, An
CO5	Gain an insight into the importance of interpersonal communication, its influence on the working relationships and understand their roles in the workspace.	1,2,3,5	U, Ap, An

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Unit 1 Theory of Communication:

15

lectures

1. Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication
2. Channels and Objectives of Communication: Channels Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine
3. Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes
4. Obstacles to Communication in Business World Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills
5. Personal Integrity at the workplace, Intrapersonal Communication and resolving conflict.

Unit 2 Business Correspondence

15

lectures

1. Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing.
2. Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation]
3. Language and Writing Skills
 - a. Paragraph Writing: Developing an idea, using appropriate linking devices, etc. Cohesion and Coherence, self-editing, etc.
 - b. Collection and interpretation of technical data



References:

1. Essentials of Business Communication (2022) by Mary Ellen Guffey, Dana Loewy
2. English for Business Communication (2012) Vijay K. Bhatia and Stephen Bremner
3. Ethics, Business and Society Managing Responsibly (2010) Ananda Das Gupta
4. Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited (1998) Sadri Sorab, SinhaArun and Bonnerjee Peter

Evaluation (Ability Enhancement Course):

Total marks per course – 50

CIA - 20 marks

- Formative Assessment 10 marks
- Summative Assessment 10 marks
- End Semester Exam - 30 marks

Template for End Semester Examination in Semester I for the Ability Enhancement Course

UNITS	KNOWLEDGE	UNDERSTANDIN G	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	4	5	6	15
2	4	5	6	15
-TOTAL - Per objective	8	10	12	30
% WEIGHTAGE	30	34	36	100%

