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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|---------------------------------------|-----------------------|--------------------------|-------|
| Subject Code: 2CM1010204                                                                                                                                                            |          |           | Subject Title: Communication Skills-2 |                       |                          |       |
|                                                                                                                                                                                     |          |           | Course Type: Core Course              |                       |                          |       |
| Course Objective: The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills communicating effectively. |          |           |                                       |                       |                          |       |
| Teaching Scheme (Hours per week)                                                                                                                                                    |          |           | Evaluation Scheme (Marks)             |                       |                          |       |
| Lecture                                                                                                                                                                             | Tutorial | Practical | Credit                                | University Assessment | Institutional Assessment | Total |
| 3                                                                                                                                                                                   | -        | -         | 3                                     | 70                    | 30                       | 100   |

| <b>Subject Contents</b> |                                                                                                                                                                                                                                                                                                                                                     |                    |                   |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------------|
| <b>Sr. No</b>           | <b>Topic</b>                                                                                                                                                                                                                                                                                                                                        | <b>Total Hours</b> | <b>Weight (%)</b> |
| 1                       | <b>Business Writing:</b> <ul style="list-style-type: none"> <li>Business terms</li> <li>Letter writing: <ul style="list-style-type: none"> <li>Components - Lay-out - Types of business letters</li> </ul> </li> <li>Drafting of business letters : inquiry, reply , complaints Adjustments, placing orders &amp; cancellation of orders</li> </ul> | 9                  | 25%               |
| 2                       | <b>Resume and Business Report Writing:</b> <ul style="list-style-type: none"> <li>Guidelines for an effective Resume writing &amp; Job application</li> <li>Resume writing &amp; Job application</li> <li>Guidelines for drafting a report</li> <li>Drafting Business reports</li> </ul>                                                            | 9                  | 25%               |
| 3                       | <b>Oral Communication:</b> <ul style="list-style-type: none"> <li>Interview tips:<br/>What is an interview? Types of interview, Preparation before the interview, Tips while appearing</li> <li>Business meetings:<br/>Introduction, tips for attending the meeting, drafting notice &amp; Agenda, Drafting Minutes.</li> </ul>                     | 9                  | 25%               |
| 4                       | <b>Practical:</b> <ul style="list-style-type: none"> <li>Interview appearance</li> <li>Question-answer session during an interview</li> <li>Presentation using power point presentation</li> </ul>                                                                                                                                                  | 9                  | 25%               |

**Reference Books:**

1. Business Communication Today- Bovee & Thill- Prentice- Hall, New Delhi
2. Business Communication – Asha Kaul- Prentice- Hall, New Delhi
3. Essentials of Business Communication- Rajendra Pal & J S Korlahalli- Sultan Chand & Sons, New Delhi
4. Business correspondence & report writing- R.C. Sharma & Krishna Mohan- Tata McGraw Hill, New Delhi
5. Contemporary English Grammar Structure & Composition- David Green- Macmillan
6. Commercial Communication-I by B.S.Shah Prakashan, Ahmedabad
7. A Resume writing Guide: A step by step workbook for creating a winning resume- Lisa Mc Grimmon