

Branch Name:	B.Com
Program Code:	2CM101
Course Name:	Commercial Communication-1
Course Code:	2CM1010503
Pre-requisite Course:	Basic knowledge regarding Communication.

Course Objectives:

1-To impart the correct practices of the strategies of Effective Business writing.

2- To design, **construct** and implement written communication that facilitates understanding and results in action taken Written communication is the end product of careful research, planning, writing and editing Effective writing is clear, coherent, concise and accurate.

3-To understand the concept, process and importance of communication.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
3	--	-	3	70	30	-	-	100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1	Drafting Questionnaires: 1. Lifestyle and Socio-economic Conditions of: (i) Primary School Teachers (ii) Farmers (iii) Slum-dwellers (iv) Working Women (v) Factory Workers 2. College Students' Views or Habits: (i) College Students' views on CBCS-Semester System (ii) College Students' viewson participation in the Extra Curricular Activities (iii) College students' Study Habits (iv) College students' habits of using Social Media (v) Smoking and Tobacco chewing habits and Cancer Awareness among College students 3. Consumer Market Research Survey: (i) Prospect of Launching a new Washing Machine in the market (ii) Prospect of Launching a new Detergent Powder in the market (iii) Consumers' Preference for a Tooth-paste (iv) Consumers' Preference for a Mobile Phone (v) Consumers' Views on Online Shopping	9	25%
2	E- Communication 1. E-communication: Meaning and Importance 2. E-communication: Various Forms 3. E-communication: Advantages and Limitations 4. E- Commerce 5. E- Banking 6.E-meetings: Advantages and Limitations 7. E- governance	9	25%

3	Letter writing and The Basics 1. Introduction 2. Importance of letters 3. Physical Appearance -paper, typing, margin and spacing, folds, envelope, superscription. 4.The Structure -The Heading, The date, The inside address, Salutation body, Complimentary Close, Signature. 5. Occasional parts - Reference No, Attention Line, Personal and Other notations, The Subject line, The Identifications Initials, Enclosures, Carbon Copy Notations. 6. The Style OR Format - The indented form, The Full Block Form, The Semi- Block form, The Modified Block, The Hanging Indentation, The Simplified Form.	9	25%
4	Stock Exchange Terms: Broker, Jobber, Banker, Bull, Bear, option trading, Future Trading, Roll over, Right issue, Bull Liquidation, Ban on Trading, Pivotal, Bear Hammering, Kerb Deals, Upper Circuit, Lower Circuit, Circuit Filter, Equities, Face Value, Bull Support.	9	25%

Text Books: Business Communication – Asha Kaul – Prentice-Hall, New Delhi

Reference Books:

1. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
2. Business Communication – Homai Pradhan & N. S. Pradhan – Himalaya Publishing House, Mumbai
3. Business Communication – Urmila Rai & S. M. Rai – Himalaya Publishing House, Mumbai
4. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan – Tata McGraw Hill, New Delhi
5. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh – Himanshu Publications, New Delhi
6. Effective Business Communication - Murphy G. A., Hildebrandt W. H., Thomas J. P., Tata McGraw Hill, New Delhi
7. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli – Sultan Chand & Sons, New Delhi

List of Open Source Software/learning website:

- 1- <https://www.youtube.com/watch?v=W3KI2rJm-Sc>
- 2- <https://www.youtube.com/watch?v=nx8jW6-QPPY>
- 3- <https://www.youtube.com/watch?v=OhAZeNTUUYk>
- 4- <https://www.youtube.com/watch?v=z2hc8QHThWo>

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	students will have the knowledge and skills to improve research approaches and information collection.	1 Remembering 2 Understanding 6 Creating
CLO2	Develop interpersonal communications skills that are required for social and business interaction.	1 Remembering 2 Understanding
CLO3	To Develop and Expand Writing Skills through Controlled and Guided Activities.	3 Applying
CLO4	Apply business communication theory to solve workplace communication issues	2 Understanding 1 Remembering
CLO5	Students develop the awareness about the various media of communication.	3 Applying 1 Remembering
CLO6	Learners will be benefitted to write business letters effectively..	6 Creating

Mapping of CLOs with POs & PSOs

Course Learning Outcomes (CLOs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CLO1	H	M		L		M		H	
CLO2		H		M			M		M
CLO3		H		M			H	H	
CLO4	H		M		M			M	
CLO5	L		M		M		H		H
CLO6		H		H		M		M	H

H: High, M: Medium, L: Low