

Branch Name:	B.Com
Program Code:	2CM101
Course Name:	Commercial Communication-2
Course Code:	2CM1010603
Pre-requisite Course:	Basic knowledge regarding Commercial Communication .

Course Objectives:

1. Demonstrate the use of basic and advanced business writing skills.
- 2-Plan and conduct effective meetings.
3. Develop interpersonal communications skills that are required for social and business interaction.

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	Punctuation and Stock Exchange Report: Punctuation -Comma, Semicolon, colon, full stop, question mark Apostrophe, Question marks, Dash, Hyphen, Brackets, Capitals • Structure of a stock exchange report • Comprehension of a stock exchange report Guidelines for drafting stock exchange report	9	25%
2	Secretarial Correspondence 1. Non-allotment of shares 2. Reply to non-allotment of shares 3. Non-credit of refund of the application money 4. Reply to non-credit of refund of the application money 5. Non-credit of dividend 6. Reply to Non-credit of dividend 7. Non-receipt of annual report of the company 8. Reply to Non-receipt of annual report of the company 9. Shareholder's concern about declining profits of the company 10. Reply to Shareholder's concern about declining profits of the company	9	25%
3	Committees 1. Introduction 2.Different types of committees - Executive committees, Advisory committees, Standing and ac hoc committees, Formal and Informal committees, Line and Staff Committees 3. The advantages of forming committees - they offer expert opinion, they help to generate new ideas, feedback is available, employer & employee relationship are improved, draw out latent talent, promote coordination, give training to juniors, transmit information uniformly 4. How to Make committees work Effectively -poor defining of the scope of the committees, competent membership, correct size of committees, proper selection of the subject, the chairman should play his role effectively	9	25%

4	Stock Exchange Terms: Reserve capital, Capital Reserve, Preference shares, Liquidity Crisis, Blue Chip, Nose Dive, SENSEX, Syndicate, Stagnant, Corporate News, Bulk Deal, Replacement Buying, Sustained Loading, Capital Goods Shares, Disinvestment selling, Bear Covering	9	25%
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Text Books: Business Correspondence and Report Writing – Sharma & Mohan

Reference Books:

1. A Guide to Business Correspondence and Communication Skills – A.N. Kapoor – Sultan Chand & Sons, New Delhi
2. Business Communication Today – Bovee & Thill – Prentice-Hall, New Delhi
Guide to Report Writing (Guide to Business Communication Series) – Netzley & Snow – Prentice-Hall, New Delhi
3. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh – Himanshu Publications, New Delhi
4. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli – Sultan Chand & Sons, New Delhi

List of Open Source Software/learning website:

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.	4-Analyzing 2 Understanding
CLO2	To draft effective business correspondence with brevity and clarity.	2 Understanding 5 Evaluating
CLO3	To perceive and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.	2 Understanding 3-Applying
CLO4	Express complex ideas accurately in written and spoken formats.	3-Applying 6- Creating
CLO5	Students will learn different usage the business correspondence serve for effective communication.	2 Understanding
CLO6	4. Use different forms of written communication techniques to make effective internal and external business correspondence.	3-Applying 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	M		H		L		M	H	
CLO2		H		L		M			M
CLO3	M		L		H			M	H
CLO4		M		H			L		M
CLO5	H		H			L		H	L
CLO6		M		L		H		M	

H:High, M:Medium, L:Low