



# बिरसा मुंडा ट्रायबल युनिवर्सिटी

## Birsa Munda Tribal University

राजपिपला, जि. नर्मदा Rajpipla, Dist. Narmada

Established by Tribal Development Department, Govt. of Gujarat

**School of Commerce**

**B.Com. Programme**

**Subject Code & Subject Name: BC02AECC02 Business Communication Skills**

**Teaching and Evaluation Scheme:**

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
2	-	-	2	25	00	25	00

Programme Name	B.Com.
Semester	Semester II
Course Code	BC02AECC02
Course Title	Business Communication Skills
Course Content Type (Th./Pr.)	Theory
Course Credit	2
Sessions+ Lab. Per Week	
Total Teaching/Lab. Hours	30 Hours
* 2 Laboratory = 1 Session	

### Learning Objectives

- To develop advanced communication skills tailored for commerce and management contexts.
- To enhance proficiency in business writing and professional correspondence.
- To improve public speaking and presentation skills for professional settings.

### Prerequisites (if any)

### Learning Outcomes

On the Completion of this course, students will able to:

- Demonstrate advanced written and verbal communication skills.
- Produce professional business documents and correspondence.
- Deliver effective presentations and engage in professional discussions.





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## School of Commerce B.Com. Programme

Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	<b>Unit I: Advanced Business Writing</b> <ul style="list-style-type: none"><li>Professional Correspondence: Writing Effective Emails, Memos, and Letters</li><li>Report Writing: Structure, Format, and Style</li></ul>	15
II	<b>Unit II: Professional Communication and Presentations</b> <ul style="list-style-type: none"><li>Presentation Skills: Planning, Structuring, and Delivering Presentations</li><li>Meeting Skills: Conducting and Participating in Professional Meetings</li><li>Negotiation Skills: Strategies and Techniques for Effective Negotiation</li></ul>	15
<b>Reference Books</b>		
<ul style="list-style-type: none"><li>Bovee, Courtland L., and John V. Thill. Business Communication Today. Pearson.</li><li>Guffey, Mary Ellen, and Dana Loewy. Essentials of Business Communication. Cengage Learning.</li><li>Lehman, Carol M., and Debbie D. DuFrene. Business Communication. Cengage Learning.</li><li>Locker, Kitty O., and Stephen Kyo Kaczmarek. Business Communication: Building Critical Skills. McGraw-Hill Education.</li></ul>		

**L::** Lecture, **T::** Tutorial , **P::**Practical

**CCE::**Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/ surprised), attendance etc. or any combination of these)

**PWE::**Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

**SEE::**Semester End Evaluation

