



Rajarshi Shahu Mahavidyalaya, Latur

(Autonomous)

Department of English

Course Type: GE-I

Course Title: Business Communication & Grammar

Course Code: 101ENG1401

Credits: 04

Max. Marks: 100

Lectures: 60 Hrs.

Learning Objectives:

- LO 1. To understand the types of business communication and correspondence.
- LO 2. To comprehend the processes like receiving, filing and replying.
- LO 3. To acquire knowledge in preparing good business communications
- LO 4. To Acquaint with organizational communication requirements and presentations.

Course Outcomes:

After completion of course the student will be able to-

- CO 1. Develop awareness of the complexity of the communication process.
- CO 2. Understand the types and modes of Business Communication.
- CO 3. Get well- versed with the needs of business and all its stakeholders.
- CO 4. Acquire knowledge on the legal aspects of Business Communication

Unit No.	Title of Unit & Contents	Hrs.
I	Essentials of Good English	18
	Word Classes and its usage 1.Enriching Vocabulary-Choice of words, Synonyms and Antonyms 2.Common Errors in English 3.Words with Multiple Meaning 4.One-word substitution 5.Words frequently mis-spelt 6.Homophones 7.Idioms and phrases 8.Proverbs 10.Abbreviations 11.Para jumbles 12.Sentence completion 13.Sentence arrangement 14.Sentence correction 15.Foreign words and phrases commonly used 16.Comprehension of passage and art of Summarizing	
	Unit Outcomes: UO 1.Students will be familiar with Word Classes and its usage. UO 2. Students will gain the grammatical knowledge of English.	
II	Communication	12
	Concept of Communication, Meaning and Significance of 1.Good Communication 2.Business Communication- Principles and Process	

Unit No.	Title of Unit & Contents	Hrs.
	3.Means of Communication- Written, Oral, Visual, Audiovisual 4.Choice of Modes of Communication 5.Communication Networks- Vertical, Circuit, Chain, Wheel, Star 6. Commonly used Mediums of Digital Communication- Email, SMS, Voice mail, Multimedia, Teleconferencing, Mobile Phone Conversation, and Video Conferencing etc. 7.Listening Skills-Types, Purpose, Steps to Effective Listening, Barriers to Effective Communication and Ways to overcome the Barriers Unit Outcomes: UO 1.Students will be able to know the good communication. UO 2. Students will be acquainted with principle and process of communication and communication networks.	
III	Business Correspondence	20
	1.Business Letters - Its Essentials, Parts, Types, Salutations 2.Positive Messages, Negative Messages and Persuasive Messages 3.Business Reports, Inter and Intra-Departmental Communication- Office Orders, Office Circulars, Memorandum, Office Notes, Management Information System (MIS) 4.Concept of Web, Internet and E-correspondence Intranet- Benefit and Purpose 5.Email - Features, Procedure to Write a Formal Email, Email Etiquettes 6.Essential Elements of Email- Subject line, Formal Greeting, Target Audience (Reader), Clarity and Conciseness, Formal Closing, Proof reading, Feedback Advantages and Disadvantages of Email Unit Outcome: UO 1.Students will understand modern writing skill and proof reading.	
IV	Common Business Terminologies	10
	1. Terms defined under various Laws, Rules and Regulations including Financial and Non-Financial terms and expressions. 2. Business vocabulary -Business idioms and collocations Unit Outcome: UO 1.Students will be able to comprehend Business vocabulary, idioms and collocations.	

Learning Resources:

1. English Grammar and Composition, R. Pal, P. Lata Suri, S. Budhiraja, Sultan Chand & Sons (P) Ltd., Delhi, October 2020
2. Modern English Grammar: An Introduction (4th Edn), L.S. Deshpande, P.H.Dharmasi, D.P.Digole, Creative Publications, Nanded, 2011
3. Business Communication: Concepts, Cases, and Applications (2nd Edn),P.D.Chaturvedi, P.D. Chaturvedi, Pearson Education India, Delhi, 2011
4. Effective Business Communication (2nd Edn), Asha Kaul, Prentice Hall India Learning Private Limited, Delhi, 2015

5. Essentials of Business Communication, R. Pal, Sultan Chand & Sons, Delhi, 2012
6. Business Communication, Dr Darekar Ramesh Dagu, NiraliPrakashan, Delhi June 2014
7. Business Communication, Neha Anand Dr. R.Udhayakumar, Dr. Raghunath Singh, Dr. T. S. Rajeswari, Book Rivers, Delhi, 2023
8. Longman Dictionary of Common Errors (2nd Edition), Longman, Pearson, Delhi, 2020
9. Essential English Grammar, Raymond Murphy, Cambridge University Press, Delhi, 2000
10. Business Communication, V.K. Jain, Om Prakash Biyani, S. Chand (G/L) & Company Ltd, 2007