

UNIVERSITY OF MADRAS
B.A. DEGREE PROGRAMME IN ECONOMICS
 SYLLABUS WITH EFFECT FROM 2023-2024

FIRST YEAR-SEMESTER - I –
SKILL ENHANCEMENT FOUNDATION COURSE

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
104B1A	BUSINESS COMMUNICATION	Skill Enhancement Foundation					2	2	25	75	100
Learning Objectives											
C1	To know the meaning objectives and role of communication and media										
C2	To understand the need and importance of communication in management										
C3	To apply the need and function of business letter										
C4	To study the business correspondents with insurance and other organisation										
C5	To understand the meaning and importance of report writing										
UNIT	Contents										No. of Hours
I	Communication Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication										15
II	Communication in Management Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.										15
III	Business Letters Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.										18
IV	Correspondence Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence										15
V	Report Writing Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.										12
Total											75

UNIVERSITY OF MADRAS
B.A. DEGREE PROGRAMME IN ECONOMICS
 SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1.	Understand the basics of communication and its Process, Elements, and its importance.	PO1,PO2
2.	Acquire communication skills.	PO1,PO4
3.	Employ the art of report preparation and writing Business Letters	PO2,PO6
4.	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	PO5,PO6, PO8
5.	Employ the art of report preparation	PO4,PO6,PO7
Textbooks		
1.	Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.	
2.	Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.	
3.	Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business McGraw Hill Education	
4.	Scott Mclean, "Business Communication for Success", Flat World Knowledge, 2010	
5.	Virander K. Jain, "Business Communication", S. Chand Limited, 2008	
Reference Books		
1.	Kumar, R. (2010). Basic Business Communication. Excel Books India.	
2.	Bovee, C. L. (2008). Business Communication today. Pearson Education India.	
3.	Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.	
4.	Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning	
5.	C.B.Gupta (2019) Essentials of Business Communication Cengage Learning India Pvt. Ltd	
Web Resources		
1.	https://www.managementstudyguide.com/business_communication.htm	
2.	https://studiousguy.com/business-communication/	
3.	https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills	
4.	https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php	
5.	https://www.mindtools.com/page8.html	

UNIVERSITY OF MADRAS
B.A. DEGREE PROGRAMME IN ECONOMICS
 SYLLABUS WITH EFFECT FROM 2023-2024

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	2	3	2	3	3
Weightage	15	14	15	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	3
CO2	2	2	3	3	3
CO3	3	2	2	3	3
CO4	2	2	3	2	2
CO5	2	2	3	3	3
Weightage	11	11	13	14	14
Weighted percentage of Course Contribution to PSOs	2.2	2.2	2.6	2.8	2.8

Strong-3 M-Medium-2 L-Low-1