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Rani Durgavati Vishwavidyalaya, MP B.Com GEN Sem 2 syllabus

Business Communication

UNIT I

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication. Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

UNIT 2

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

UNIT 3

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

UNIT 4

Effective Listening- nature, purpose, significance. Developing listening skills, Barriers to active listening. Modern technology in communication- Internet, E-mail, FAX, video-conferencing.

UNIT 5

Vocabulary Words often confused, Words often misspelt, Common errors in English.

Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Chhabra T.N, Effective Business Communication, Sun India Publications

MANAGEMENT PRINCIPLES AND APPLICATION

UNIT I

Introduction

Concept: Need for Study, Managerial Functions – An overview; Coordination – Essence of

Managership

Evolution of Management Thought, Classical Approach – Taylor, Fayol, Neo Classical and Human

Relations Approach – Mayo, Hawthorne Experiments, Behavioral Approach, Systems Approach,

Contingency Approach – Lawrence & Lorsch, MBO – Peter F. Drucker.

UNIT II

Planning

Types of Plan – An overview to highlight the differences

Strategic planning – Concept, process, Importance and limitations,

Environmental Analysis and diagnosis (Internal and external environment)– Definition, Importance

and Techniques (SWOT),

Business environment; Concept and Components

Decision-making – concept, importance; Committee and Group

Decision making, Process.

UNIT III

Organising

Concept, Process of organizing – An overview, Span of management, Different types of authority (line and staff and functional), Decentralization, Delegation, Formal and Informal Structure, Principles of Organizing, Network Organization Structure.

UNIT IV

Staffing and Leading

Concept of staffing, An Overview of staffing
Motivation – Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's need Hierarchy theory; Herzberg's Two factor theory, Vroom's Expectation Theory.
Leadership – Concept, Importance, Major theories of Leadership (Likert's scale theory, Blake and Mouten's Grid theory, Fred Fielder's situational Leadership), Transactional leadership, Transformational Leadership, Transforming Leadership.

Unit V:

Control

Concept, Process, Limitation, Principles of Effective Control, Major Techniques of control - Ratio Analysis (ROI), Budgetary Control
Communication – Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging issues in Management

Suggested Readings:

1. V.S.P Rao & Hari Krishna : Management-Text & Cases, Excel Books
2. Ramaswami T; Principles of Management., Himalaya Publishing
3. Chandan, JS : Management – Concepts and Strategies, Vikas Publishing
4. Drucker Peter F, Practice of Management, Mercury Books, London
5. Chhabra, T.N. Essentials of Management. Sun India.

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