

UNIVERSITY OF NORTH BENGAL
TRUNCATED COURSE STRUCTURE FOR B.COM PROGRAM: II, IV and VI
UNDER CHOICE BASED CREDIT SYSTEM (CBCS) FOR 2021

SEMESTER - II

Course No.	Course Title	Course Type
AECC - 2	English/ MIL Communication	AECC – II
LCC – 2	English - 1	Language
DSC – 3	Business Organization & Management	Core Course – III
DSC – 4	Corporate Law	Core Course – IV
Total		

SEMESTER – IV

Course No.	Course Title	Course Type
LCC – 2	English - 2	Language
DSC – 7	Cost Accounting	Core Course – VII
DSC - 8	Business Mathematics & Statistics	Core Course – VIII
SEC - 2	E- Commerce	SEC – II
Total		

SEMESTER – VI

Course No.	Course Title	Course Type
DSE- 3	Any ONE of the following: (a) Computerized Accounting & Systems (b) Auditing and Corporate Governance	DSE – III
DSE- 4	Any ONE of the following: (a) Financial Market, Institutions & Financial Services (b) Goods and Services Tax And Custom Duty	DSE – IV
GE- 2	Indian Economy	GE-II
SEC - 4	Business Communication	SEC – IV

Abbreviation Explained:

AECC = Ability Enhancement Compulsory Course,
 GE = Generic Elective Course,

SEC = Skill Enhancement Elective Course
 DSE = Discipline Specific Elective Course

UNIVERSITY OF NORTH BENGAL

SYLLABUS FOR B.Com Program:
3 YEARS (6 SEMESTERS)
UNDER CHOICE BASED CREDIT SYSTEM (CBCS)

Semester - II
Course – AECC - 2

English/ MIL Communication

Marks: 50

Common Syllabus to be notified by the Board of Studies in English/ MIL subjects

Course – DSE - 3

BUSINESS ORGANISATION AND MANAGEMENT

Marks: 75

Lectures 45

Objective: The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

Contents

Unit 1: Foundation of Indian Business

Manufacturing and service sectors; Small and medium enterprises; Problems and government policy. India's experience of liberalisation and globalisation. Technological innovations and skill development. 'Make in India' Movement. Social responsibility and ethics
Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

Unit 2: Business Enterprises

Forms of Business Organisation: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership.

Unit 3: Management and Organisation

The Process of Management: Planning; Decision-making; Strategy Formulation.
Organizing: Basic Considerations; Departmentation – Functional, Project, Matrix and Network; Delegation and Decentralisation of Authority; Groups and Teams.

Unit 4: Leadership, Motivation and Control

Leadership: Concept and Styles; Trait.

Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory.

Communication: Process; Control: Concept.

Unit 5: Functional Areas of Management

Marketing Management: Marketing Concept; Marketing Mix; Product Life Cycle; Pricing Policies.

Financial Management: Concept and Objectives; Sources of Funds – Equity Shares, Debentures,

Human Resource Management: Concept and Functions;

Suggested Readings:

1. Kaul, V.K., *Business Organisation and Management*, Pearson Education, New Delhi
2. Chhabra, T.N., *Business Organisation and Management*, Sun India Publications, New Delhi,
3. Gupta CB, *Modern Business Organisation*, Mayur Paperbacks, New Delhi
4. Koontz and Wehrich, *Essentials of Management*, McGraw Hill Education.
5. Basu, C. R., *Business Organization and Management*, McGraw Hill Education.
6. Jim, Barry, John Chandler, Heather Clark; *Organisation and Management*, Cengage Learning.
7. B.P. Singh and A.K.Singh, *Essentials of Management*, Excel Books
8. Buskirk, R.H., et al; *Concepts of Business: An Introduction to Business System*, Dryden Press, New York.
9. Burton Gene and Manab Thakur; *Management Today: Principles and Practice*; Tata McGraw Hill, New Delhi.
10. Griffin, *Management Principles and Application*, Cengage Learning
11. Sharma & Gupta, *Business Organisation*, Kalyani Publishers

(Note: Latest Editions of the above books may be used.)

Course –DSE - 4 Paper: Corporate Law

Marks: 75

Lectures 45

Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company law are required to be discussed.

Contents

UNIT 1:

Introduction – Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company; lifting of corporate veil; types of companies including one-person company, small company and dormant company; association not for profit; illegal association; formation of company.

UNIT 2:

Documents – Memorandum of association, Articles of association, .

UNIT 3:

Management: Classification of directors, women directors, independent director, smallshareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager; Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, .

UNIT 4:

Dividends, Accounts, Audit– Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, .

UNIT 5:

Winding Up - Concept and modes of Winding Up. Insider-Trading, Whistle-Blowing

Suggested Readings:

1. MC Kuchhal, *Modern Indian Company Law*, ShriMahaveer Book Depot (Publishers), Delhi.
2. GK Kapoor and Sanjay Dhamija, *Company Law*, Bharat Law House, Delhi.
3. Anil Kumar, *Corporate Laws*, Indian Book House, Delhi
4. ReenaChadha and SumantChadha, *Corporate Laws*, Scholar Tech Press, Delhi.
5. Avtar Singh, *Introduction to Company Law*, Eastern Book Company
6. Ramaiya, *A Guide to Companies Act*, LexisNexis, Wadhwa and Buttersworth.
7. *Manual of Companies Act, Corporate Laws and SEBI Guideline*, Bharat Law House, NewDelhi,.
8. *A Compendium of Companies Act 2013, along with Rules*, by Taxmann Publications.
9. Gower and Davies, *Principles of Modern Company Law*, [Sweet & Maxwell](#)
10. Sharma, J.P., *An Easy Approach to Corporate Laws*, Ane Books Pvt. Ltd., New Delhi
11. Garg, Sareen , Sharma & Dhingra, *Corporate Legal Framework* , Kalyani Publishers

Note: Latest edition of text books may be used.

Marks: 75

**Common Syllabus to be notified by the Board of Studies in English subject
Course – DSC - 7**

COST ACCOUNTING

Marks: 75

Lectures 45

Objective: To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

CONTENTS:

Unit 1: Introduction

Meaning, objectives and advantages of cost accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost

Unit 2: Elements of Cost: Material and Labour

- a) *Materials:* Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average,
- b) *Labour:* Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.

Unit 3: Elements of Cost: Overheads

Classification, allocation, apportionment and absorption of overheads;

Unit 4: Methods of Costing

Contract costing, Process costing (process losses, valuation of work in progress).

Unit 5: Book Keeping in Cost Accounting

Reconciliation of cost and financial accounts

Suggested Reading:

1. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, ***Cost Accounting: A Managerial Emphasis, Pearson Education.***
2. Jawahar Lal, *Cost Accounting.* McGraw Hill Education
3. Nigam, B.M. Lall and I.C. Jain. *Cost Accounting: Principles and Practice.* PHI Learning
4. Rajiv Goel, *Cost Accounting.* International Book House
5. Singh, Surender. *Cost Accounting,* Scholar Tech Press, New Delhi.
6. Jain, S.P. and K.L. Narang. *Cost Accounting: Principles and Methods.* Kalyani Publishers
7. Arora, M.N. *Cost Accounting – Principles and Practice.* Vikas Publishing House, New Delhi.
8. Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems.* Shri Mahavir Book Depot, New Delhi.
9. Iyengar, S.P. *Cost Accounting.* Sultan Chand & Sons
10. H.V. Jhamb, *Fundamentals of Cost Accounting,* Ane Books Pvt. Ltd.
11. Jawahar Lal, Seema Srivastava. *Cost Accounting*
12. M. Haniff, *Modern Cost & Management Accounting*
13. Jain & Narang, *Cost & Management Accounting , Kalyani Publishers*
14. Basu & Das, *Cost & Management Accounting , Rabindra Library*

Course – DSE - 8
BUSINESS MATHEMATICS AND STATISTICS

Marks – 75

Lectures -45

Objective: The objective of this course is to familiarize students with the applications of mathematics and statistical techniques in business decision-making.

Notes:

1. Use of simple calculator is allowed.
2. Proofs of theorems / formulae are not required.
3. Trigonometric functions are not to be covered.

Part – A: Business Mathematics

Unit 1: Matrices

Definition of a matrix. Types of matrices; Algebra of matrices. Calculation of values of determinants up to third order; Adjoint of a matrix; Finding inverse of a matrix through adjoint; Applications of matrices to solution of simple business and economic problems

Unit 2: Differential Calculus

Mathematical functions and their types – linear, quadratic, polynomial; Concepts of limit and continuity of a function; Concept of differentiation; Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply; Maxima and Minima of functions (involving second or third order derivatives) relating to cost, revenue and profit.

Part – B: Statistics

Unit 1: Uni-variate Analysis

Measures of Central Tendency including arithmetic mean, geometric mean and harmonic mean: properties and applications; mode and median. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation.

Unit 2: Bi-variate Analysis

Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's co-efficient. Simple Linear Regression Analysis: Regression equations and estimation.

Unit 3: Index Numbers

Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices.

Suggested Readings:

1. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
2. Budnick, P. *Applied Mathematics*. McGraw Hill Publishing Co.
3. N. D. Vohra, *Business Mathematics and Statistics*, McGraw Hill Education (India) Pvt Ltd
4. J.K. Thukral, *Mathematics for Business Studies*, Mayur Publications
5. J. K. Singh, *Business Mathematics*, Himalaya Publishing House.
6. J. K. Sharma, *Business Statistics*, Pearson Education.

7. S.C. Gupta, *Fundamentals of Statistics*, Himalaya Publishing House.
8. S.P. Gupta and Archana Gupta, *Elementary Statistics*, Sultan Chand and Sons, New Delhi.
9. Richard Levin and David S. Rubin, *Statistics for Management*, Prentice Hall of India, New Delhi.
10. M.R. Spiegel, *Theory and Problems of Statistics*, Schaum's Outlines Series, McGraw Hill Publishing Co.
11. N.G. Das and J.K. Das, *Business Mathematics and Statistics*.
12. N.G. Das, *Statistical Methods (Vol_I, II)*
13. S.K. Nag, *Business Math & statistics*, Kalyani Publishers

Note: Latest edition of text books may be used.

**Course – SEC - 2
E - COMMERCE**

Marks: 75

Lectures 35

Objectives: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means

Contents

Unit 1: Introduction:

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Technology used in E-commerce: The dynamics of world wide web and internet (meaning, evolution and features) .

Unit 2: Security

Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security).

Unit 3: IT Act 2000 and Cyber Crimes

IT Act 2000: Definitions, Digital signature, Electronic governance, Digital signatures certificates. Cyber-crimes

Unit 4: E-payment System

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Unit 5: On-line Business Transactions:

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

Suggested Readings

1. Kenneth C. Laudon and Carlo GuercioTraver, *E-Commerce*, Pearson Education.
2. David Whiteley, *E-commerce: Strategy, Technology and Applications*, McGraw Hill Education
3. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application, 4th Ed.*, McGraw Hill Education
4. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
5. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education
6. TN Chhabra, *E-Commerce*, Dhanpat Rai & Co.
7. Sushila Madan, *E-Commerce*, Taxmann

TN Chhabra, Hem Chand Jain, and Aruna Jain, *An Introduction to HTML*, Dhanpat Rai & Co

Semester – VI

Course – DSE – 3 (a)

COMPUTERISED ACCOUNTING & SYSTEMS

Lectures 20 And Practical Lab 50

Marks: 75

Objectives: This course seeks to enhance the skills needed for computerized accounting system and to enable the students to develop simple accounting applications.

Unit 1: Computerised Accounting Systems

Computerised Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet.

Unit 2: Preparation of Return of Income

Filing of returns: On-line filing of Returns of Income & TDS;

Unit-3: Computerized Accounting: Using Generic Software

Taxation: TDS, GST

Note:

1. Teaching arrangements need to be made in the computer Lab
2. There shall be Four Lectures per class and 4 Practical periods per batch to be taught in computer Lab.

Suggested Readings:

The suggested readings and guidelines shall be notified by the university department at least once in three years based on the selected software.

AUDITING AND CORPORATE GOVERNANCE

Marks: 75

Lectures 45

Objective: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility

Contents:

Unit 1: Introduction

Auditing: Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.

Unit 2: Audit of Companies

Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report- Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

Unit 3: Corporate Governance

Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Codes & Standards on Corporate Governance

Unit 4: Business Ethics

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics.

Unit 5: Corporate Social Responsibility (CSR)

Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR provisions under the Companies Act 2013.

Suggested Readings:

1. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning
2. Aruna Jha, *Auditing*. Taxmann Publication.
3. A. K. Singh, and Gupta Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
4. Anil Kumar, *Corporate Governance: Theory and Practice*, Indian Book House, New Delhi
5. MC Kuchhal, *Modern Indian Company Law*, Shri Mahavir Book Depot. (Publishers). (Relevant Chapters)
6. KV Bhanumurthy and Usha Krishna, *Politics, Ethics and Social Responsibility of Business*, Pearson Education

7. N Balasubramanian, A Casebook on Corporate Governance and Stewardship, McGraw Hill Education
8. B.N. Ghosh, Business Ethics and Corporate Governance, McGraw Hill Education
9. S K Mandal, *Ethics in Business and Corporate Governance*, McGraw Hill Education
10. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press
11. Christine Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press
12. Relevant Publications of ICAI on *Auditing (CARO)*.
13. Sharma, J.P., *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd, New Delhi.
14. Ashish Kr. Saha , SwapanSarkar, B. Biswas, S. Das, *Auditing Principles and Practice*

Note: Latest edition of text books may be used.

Course – DSE – 4 (a)

Financial Markets, Institutions and Financial Services

Marks: 75

Lectures 45

Objective: To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.

Contents

Unit 1: Introduction

Financial System and its Components – financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system

Unit 2: Financial Markets

Money market – functions, organisation and instruments. Role of central bank in money market; Capital Markets – primary and secondary markets; Role of stock exchanges in India

Unit 3: Financial Institutions

Commercial banking – introduction, its role in project finance and working capital finance; Mutual Funds – Introduction and their role in capital market development.

Unit 4: Financial Services

Overview of financial services industry: Merchant banking. Regulatory framework relating to merchant banking in India

Unit 5: Leasing and hire–purchase

Consumer and housing finance; Venture capital finance; Factoring services, Credit rating.

Suggested Readings:

- a. L M Bhole, and JitendraMahakud. *Financial Institution and Markets*, McGraw-Hill Education
- b. Khan, M.Y. *Indian Financial System*, McGraw-Hill Education.
- c. Dhanekar. *Pricing of Securities*. New Delhi: Bharat Publishing House.

- d. Prasanna, Chandra. *Financial Management: Theory and Practice*. McGraw-Hill Education.
- e. Clifford Gomez, *Financial Markets, Institutions and Financial Services*, **PHI Learning**
- f. MY Khan and PK Jain. *Financial Services*. McGraw Hill Education.
- g. Singh, J.K. *Venture Capital Financing in India*. DhanpatRai and Company, New Delhi.
- h. Annual Reports of Major Financial Institutions in India.
- i. JaydebSarkhel&SeikhSalim,*Indian Financial System& Financial Markets Operation*.
- j. *L.M Bhole&JitendraMahakud, Financial Institution and Markets*,
- k. *M.Y. Khan,Financial Services(9th edition)*
- l. Kaur&Talwar, *Financial MarketsInstitution and Services* , Kalyani Publishers

Note: Latest edition of text books may be used

Course – DSE – 4 (b)

GOODS AND SERVICES TAX& CUSTOMS DUTY

Marks: – 75

Lectures 45

Contents:

1. Concept of indirect taxes (5 Lectures)

- i. Concept and features of indirect taxes
- ii. Principal indirect taxes

2. Goods and Services Tax (GST) Laws (40 Lectures)

- i. GST Laws: An introduction
- ii. Levy and collection of CGST and IGST
 - a) Application of CGST/IGST law
 - b) Concept of supply including composite and mixed supplies
 - c) Charge of tax
 - d) Exemption from tax
 - e) Composition levy
- iii. Basic concepts of time and value of supply
- iv. Input tax credit

3. Customs Law as contained in the Customs Act, 1962 and the Customs Tariff Act, 1975 (20 Lectures)

- (i) Introduction to customs law including Constitutional aspects (ii) Levy of and exemptions from customs duties (iii) Types of customs duties (iv) Classification and valuation of imported and export goods (v) Import and Export Procedures (vi) Provisions relating to coastal goods and vessels carrying coastal goods (vii) Warehousing

Suggested Readings:

1. Dhingra Understanding Basic of GST, Kalyani Publishers
2. Goyal and Garg , Indirect Tax, Kalyani Publishers

Note: Latest edition of text books may be used.

INDIAN ECONOMY

Marks: 75

Lectures 45

Objectives: This course seeks to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro-economic analysis and policy framework.

Contents

Unit 1: Basic Issues and features of Indian Economy Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure.

Unit 2: Policy Regimes

- a) The evolution of planning and import substituting industrialization.
- b) Economic Reforms since 1991.
- c) Monetary and Fiscal policies with their implications on economy
- d)

Unit 3: Growth, Development and Structural Change

- a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.
- b) Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns.
- c) Demographic Constraints: Interaction between population change and economic development.

Unit 4: Sectoral Trends and Issues

- a) *Agriculture Sector:* Agrarian growth and performance in different phases of policy regimes; Factors influencing productivity and growth; the public distribution system and food security.
- b) *Industry and Services Sector:* Phases of Industrialisation – the rate and pattern of industrial growth; Public sector – its role, performance and reforms; The small scale sector; Role of Foreign capital.
- c) *Financial Sector:* Structure, Performance and Reforms. Foreign Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; India and the WTO, Role of FDI,

Unit 5: Inflation, Unemployment and Labour market

Inflation: Causes of rising and falling inflation, inflation and interest rates, social costs of inflation; Unemployment – natural rate of unemployment. Labour market and its interaction with production system.

Suggested Readings:

1. Mishra and Puri, *Indian Economy*, Himalaya Publishing House
2. IC Dhingra, *Indian Economy*, Sultan Chand & Sons
3. GauravDutt and KPM Sundarum, *Indian Economy*, S. Chand & Company.
4. Uma Kapila (ed), "*Indian Economy since Independence*", Relevant articles.
5. Bhagwati, J. and Desai, P. *India: Planning for industrialization*, OUP, Ch 2.
6. Patnaik, Prabhat. *Some Indian Debates on Planning*. T. J. Byres (ed.). *The Indian Economy: Major Debates since Independence*, OUP.

7. Ahluwalia, Montek S. *State-level Performance under Economic Reforms in India* in A. O. Krueger. (ed.). *Economic Policy Reforms and the Indian Economy*, The University of Chicago Press.
8. Mankiw, N. Gregory. *Principles of Macroeconomics*. Cengage Learning
9. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*. McGraw-Hill Education
10. Oliver J. Blanchard, *Macroeconomics*, Pearson Education
11. G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education
12. Paul A Samuelson, William D Nordhaus, Sudip Chaudhuri, *Macroeconomic*, McGraw-Hill Educatio.

Note: Latest edition of text books may be used.

Course: SEC - 4

BUSINESS COMMUNICATION

Marks: 75

Lectures 35

Objective: To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Content:

Unit 1

Nature of Communication: Process of Communication, Types of Communication (verbal & NonVerbal), Importance of Communication, Different forms of Communication Barriers to Communication.

Unit 2

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Memorandum, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3

Report Writing: Business reports, Types, Characteristics, Importance, Process of writing.

Unit 4

Oral Presentation: Importance, Characteristics, Presentation Plan.

Suggested Readings:

1. Bovee, and Thill, *Business Communication Today*, Pearson Education
2. Lesikar, R.V. & Flatley, M.E. Kathryn Rentz; *Business Communication Making Connections in Digital World*, 11th ed., McGraw Hill Education.
3. Shirley Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Leena Sen, *Communication Skills*, PHI Learning
6. Kumar Varinder & Bodh Raj, *Business Communication*, Kalyani Publishers

Note: Latest edition of text books may be used.