

## Format for Syllabus of Theory Paper

Part A Introduction			
Program: Degree	Class: B.COM	Year: I Year	Session: 2022-23
Subject: Commerce			
1	Course Code	CI- COMA 2T	
2	Course Title	BUSINESS ORGANIZATION AND COMMUNICATION	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Minor	
4	Pre-requisite (if any)	Not required) open for all	
5	Course Learning outcomes (CLO)	After completion of this course it is expected that the student shall understand the basics of the business and will be able to imbibe how any business can be organized successfully. The chapters related communication shall be able to elucidate how communication plays an important role in modern business scenario.	
6	Credit Value	6	
7	Total Marks	Max. Marks: 64	Min. Passing Marks: 35
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week):			
L-T-P:			
Unit	Topics	No. of Lectures	
1	INTRODUCTION: Indian traditional businesses and their organizational structures. Concepts of Business, Trade, Industry and Commerce - Classification - Relationship between Trade, Industry and Commerce - Business Organization- Concept, Characteristics, Importance and Objectives . Functions of Business and Social Responsibility of a business - Steps to Start an Enterprise.	15	
2	FORMS OF BUSINESS ORGANIZATION: Business Organization - Classification - Factors Influencing the Choice of Suitable Form of Organization - Sole Proprietorship and Partnership - Meaning, Definition - Characteristics - Advantages. Co-Operative Organization- Meaning, Functions and Limitations of Co-operatives Societies.	15	
3	ORGANIZATION OF COMPANIES: Concepts, Meaning, Formation, Characteristics and Significance of Private Company and Public Company. Multinational Companies (MNC'S) and the Challenges of their organization in India.	15	
4	COMMUNICATION: Definition, Nature, Importance, Objectives of Communication. Communication theories and process- Information theory, Interaction theory, Transaction theory, Elements of communication process. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.	15	
5	Written Communication: Writing techniques and Guidelines. Letter writing - Basic Principles, Purpose, Types of business letters, Report writing, types of reports, Drafting of report. Oral Communication: Speeches for different occasions, Guidelines for effective listening, Job Interviews, Type of information.	15	
6	Modern forms of communication E-mail, Video Conferencing, International Communication for Global Business. Information Technology: Form of technology, uses in modern communication system. Role of Social Media in modern business.	15	
Keywords/Tags:			

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**Part C-Learning Resources**

Text Books, Reference Books, Other resources

**Suggested Readings:**

1. Author Surname, Initials "Book Title", , Publisher's name, City/country of publication, Year of publication. Edition No. if any.

Text books:				
s.n.	Author	Book title	publisher	City
1.	मध्य प्रदेश हिन्दी संघ अकादमी, भोपाल की पुस्तक।			
2.	T.N. Chhabra,	Business Communication	Himalaya Publishing House	New Delhi
3.	K.K. Sihna,	Essentials of Business Communication	VK Global publications	Faridabad
4.	Dr. Ramesh Mangal	Business Communications	Universal Publication	Agra

2. Suggestive digital platforms web links:

**Suggested equivalent online courses:**

**Part D-Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) 40 University Exam (UE) 60

Internal Assessment : Continuous Comprehensive Evaluation (CCE). 40	Class Test Assignment/Presentation	20 20
External Assessment : University Exam Section: Time : 02.00 Hours 60	Section(A) : Three Very Short Questions (50 Words Each) Section (B) : Four Short Questions (200 Words Each) Section (C) : Two Long Questions (500 Words Each)	3 x 2 = 6 4 x 7 = 28 2 x 13 = 26

Any remarks/ suggestions:

  
 (DR. PAVAN MISHRA)

2021/2022

60