

SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES,
SEHORE

Part A Introduction

Programme: Degree Class:B.Com 1 st Year Session 2021-22		
Subject	Business Organization and Communication	
Course Code	C1-COMA2T	
Course Title	Business Organization and Communication (Paper-I)	
Course Type	Minor	
Pre-Requisite(if any)	(Not Required)Open For All	
Course Objectives	The objective of this course is to develop an understanding about functions of communications and challenges faced by communication and organizations with changing dynamics.	
Course Learning Outcomes	After completion of this course it is expected that the student shall understand the basics of business and will be able to imbibe how any business can be organized successfully, the chapters related communication shall be able to educate how organization plays an important role in modern business scenario	
Credit Value	6	
Total Marks	Max Marks:25 +75	Minimum Passing Marks:33

Part B Contents Of The Course

Total No. of Lectures (In Hour Per Week)-3 Total Lectures:90		
Unit	Topic	Lectures
I	<p>Introduction</p> <p>Indian traditional businesses and their organizational structures, concept 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 enterprises.</p>	15
II	<p>Forms Of Business Organization</p> <p>Business organization - classification - factors influencing the choice of suitable form of organization - sole tradership and partnership - meaning and definition - characteristics - advantages. co-operative organization - meaning and functions and limitations of co-operative societies.</p>	15
III	<p>Organizations Of Companies</p> <p>Concept, meaning, formation, characteristics, and significance, of private company and public company. multinational companies (MNCs) and the challenges of their organization in India.</p>	15
IV	<p>Communication: definition, nature, importance, objectives of communication theories, and process - information theory, interaction theory, transaction theory, element of communication process, barriers to communication, linguistic barriers, psychological barriers, interpersonal barriers, cultural barriers, physical barriers, organizational barriers.</p>	15
V	<p>Written Communication: Writing techniques and guidelines, letter writing - basics principles, purpose, types of business letters, report writing, types of report, drafting of reports, oral communication: speeches for different occasions, guidelines for effective listening, job interview, types of information.</p>	15
VI	<p>Modern Forms Of Communication: E-Mail, Video Conference, International Communication For Global</p>	15

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	Business. Information Technology: Forms Of Technology, Uses In Modern Communication System. Role Of Social Media In Modern Business.	
key words/Tags : Businesses, Forms Of Business Organization, Companies, Communication, Written Communication		

Part C Learning Resources

Text Books

1. हिन्दी ग्रंथ अकादमी, भोपाल की पुस्तक।
- 2.T.N Chhabra, Business Communication, Himalaya Publishing, New Delhi.
- 3.K.K. Sinha Essentials of Business Communication, V.K. Global Publications Faridabad.
- 4.Dr. Ramesh Mangal-Business Communication ,Universal Publication ,Agra
5. Dr. Suresh Chandra Jain-Business Organization
6. Dr. AbhayPathak-Business Organization
7. Shakshi K. Gupta, Business Organization And Communication, Himalaya Publishing House , Mumbai.
- 8.Nolkha R.C , Business Organization And Communication,Rbd Publishing House, Jaipur.

Suggested Digital Platforms, Web Links:

Part D Assessment and Evaluation

Suggested Continuous Evaluation Methods : Maximum Marks:100		
Continuous Comprehensive Evaluation(CCE):25 Marks, University Exam(Ue)75 Marks		
Internal Assessment:	Class Test (Objective Type) or Descriptive	15 Marks
Continuous Comprehensive Evaluation(CCE):	Assignment/Presentation	10
External Assessment: University Exam Section :75 Marks Time :2 Hours	Section A: Three Very Short Question (50 Word Each)	3x3=9
	Section B: Four Short Questions (200 Words Each)	4x9=36
	Section C:Two Long Questions (500 Word seach)	2x15=30
	Total Marks	75