



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce
(Autonomous)**

(Affiliated to University of Mumbai)Program:B.A.

Specific Programme: English –JBCUABCO

Syllabus for SYBA

Year of Establishment: 1969

Year of Upgrading: 2022-2023

Applied Component Paper
Specific Programme: English–JBCUABCO

PREAMBLE

Communication is a skill and an activity which is an integral part of human life. In the business environment, effective communication requires preparation, patience, practice and persistence.

The Department of English through the course of Business Communication in the faculty of Arts imparts knowledge that is essential in today's corporate world. The course gives emphasis to the art of speaking, business correspondence, soft skills, conflict management, team building and so on through objectives and methods of communication, Business ethics, public relations and so on. This aids in refining learners' employability skills and helps them to be assertive communicators.

Mode of Delivery: Offline (Online,in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

Course	Course Name	Semester	Course Nomenclature	Course Code	Credits
1	Business Communication (ACG)	III	Business Communication	JBCUABCO301	2
		IV	Business Communication	JBCUABCO401	2

(CreditBasedSemesterandGradingSystemwitheffect from the academic year 2021–2022)

Programme-Specific Outcomes: ENGLISH - JBCUABCO

PROGRAMME - SPECIFIC OUTCOMES

PSO	PSO Description
PSO1	Brings an awareness about the complexity of communication in a dynamic business environment
PSO2	Enhances speaking, writing and listening skills effectively
PSO3	Helps the learners to demonstrate the effective use of technology.
PSO4	Aids in understanding the importance of public relations, CSR, Business Ethics and Etiquette that equips the learners to use their knowledge to pursue careers in varied fields

COURSE OUTCOMES

Semester III

Course Nomenclature: Business Communication-I

CourseCode:JBCUABCO301

1. To develop an awareness about the complexity of communication in a dynamic business environment.
2. To enhance effective oral, writing and listening skills among the learners.
3. After successful completion of the course, the learner should have enhanced listening, speaking, reading and writing skills.

SYBA

BUSINESS COMMUNICATION

SEMESTER III

TITLE: BUSINESS COMMUNICATION I

Unit I Theory of Communication

(5)

1 The Concept of Communication

- Models of Communication: Linear / Interactive / Transactional / Shannon and Weaver (To be discussed, but not to be assessed)
- Meaning and Definition of Communication
- Process of Communication – Traditional Model of Communication i.e. SMCR (Sender, Medium, Channel, Receiver) Need of Communication
- Feedback
- Emergence of Communication as a Key Concept in the Corporate and Global World

2. New Media in Communication

(2)

Impact of Technology Enabled Communication

- Types: Internet, Blogs, E-mail, Moodle, SocialMedia - Facebook, Twitter,

- LinkedIn and Instant Messaging Apps.
- Advantages & Disadvantages

Unit II. Communication at the Workplace

- 1 Objectives of Communication (5)**
 - Information,
 - Education and Training,
 - Motivation,
 - Persuasion,
 - Raising Morale,
 - Order and Instruction,
 - Warning,
 - Advice and Counseling
- 2 Channels of Communication (3)**
 - Formal - Vertical, Horizontal, Diagonal, Consensus
 - Informal – Grapevine
- 3 Methods of Communication (5)**
 - Verbal
 - Non-verbal (including Visual)
- 4 Business Etiquette (5)**
 - Office Etiquette
 - Internet Etiquette/Netiquette
 - Business Card Etiquette
 - Handshake Etiquette
 - Mobile Phone Etiquette
- 5 Barriers to Communication and How to Overcome Them (5)**
 - Physical
 - Semantic/Language
 - Socio-Cultural
 - Psychological Barriers
 - Ways of overcoming these Barriers

6. Listening (5)

- Importance of Listening Skills
- Barriers to Listening
- Cultivating Good Listening Skills
- Distinguishing between Hearing and Listening

7. Business Ethics (5)

- Ethics at the Workplace - Importance of Business Ethics
- Personal Integrity at the Workplace
- Business Ethics and Media
- Computer Ethics
- Corporate Social Responsibility

Unit III. Business Correspondence

1 Theory of Business Letter Writing (5)

- Principles of Effective Letter Writing - 'You' Attitude, Jargon, Four C's of Communication – Correctness, Completeness, Conciseness, Courtesy
- Parts of a Business Letter
- Full Block Layout of a Business Letter
- Principles of Effective E-mail Writing

2 Personnel Correspondence (09)

- Statement of Purpose
- Letter of Recommendation
- Job Application Letter and Résumé
- Letter of Appointment (To be discussed, but not to be assessed)
- Letter of Acceptance of Job Offer
- Letter of Appreciation
- Letter of Resignation

Unit IV. Management Skills (06)

- Goal setting
- Creativity
- Time Management

- Interpersonal Skills
- Stress Management

REFERENCES:

1. Agarwal, AnjuD. (1989) A Practical Handbook for Consumers, India Book House, Mumbai.
2. Ashley, A. (1992) A Handbook Of Commercial Correspondence, Oxford University Press, New Delhi.
3. Aswalthapa, K. (1991)OrganizationalBehaviour, Himalayan Publications, Mumbai.
4. Atreya, N. and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
5. Bahl , J. C. and NagamiaS. M. (1974) Modern Business Correspondence and Minute Writing, N. M. Tripathi Pvt. Ltd .New Delhi.
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10. Basu, C. R. (1998) Business Organisation and Management, Tata McGraw-Hill,New Delhi.
11. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
12. Bhargava and Bhargava (1971) Company Notices, Meetings and Regulations, Taxman New Delhi.
13. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
14. Britt, Deborah. Improving Business Communication Skills, Kendall Hunt Publishing Co. (1992)
15. BoveeCourtland,L. and Thrill, John V.(1989)Business Communication Today, McGraw Hill, New York, Taxman Publication.
16. Burton, G. and Thakur, (1995) Management Today- Principles and Practices, Tata McGraw Hill, New Delhi.
17. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations

Handbook, The Dartwell Co., Chicago.

18. Drucher,P.F. ((1970) Technology, Management and Society, Pan Books London.
19. Drucher,P.F.((1974)Management Responsibilities Practices, Heinemann, London.
20. Eyre, E.C. (1985) Effective Communication Made Simple,Rupa and Co., Kolkata.
21. Ecouse, Barry (1999), Competitive Communication: A Rhetoric for Modern Business, OUP, New Delhi.
22. Fisher,Dalmar (1999),Communication in Organisation, Jaico Publishing House,Mumbai.
23. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc., New Jersey.
24. French, Astrid (1993) Interpersonal Skills, Sterling Publishers, New Delhi.
25. Fritzsche, David J. (2005) Business Ethics: A Global and Managerial Perspective, McGrawHill, New York.
26. Gartside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd.Plymouth.
27. Ghanekar, A. (1996) Communication Skills for Effective Management, Everest Publishing House, Pune.
28. Goleman, Daniel (1995) Emotional Intelligence, Bloomsbury Publications, Great Britain.
29. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
30. Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly, Response Books, New Delhi.
31. Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line, Response Books, New Delhi.
32. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
33. Lesikar, Raymond V. and Petit, John D.(1994) Business Communication: Theory and Application, Richard D. Irwin Inc.,Illinois.
34. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.
35. M. Ashraf, Rizvi (2006) Effective Technical Communication, Tata McGraw

Hill, New Delhi.

36. Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
37. Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice, New Delhi.
38. McLean, Scott L. (2016) Business Communication for Success, Flat World Publishers, Washington.
39. McQuail, Denis (1975) Communication, Longman, New York.
40. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
41. Mishra Rajiv K. (2006) Code of Conduct for Managers, Rupa Company, Mumbai.
42. Monippalli, M.M. (1997), The Craft of Business Letter Writing, Tata McGraw Hill, New Delhi.
43. Montagu, A. and Matson, Floyd (1979) The Human Connection. McGraw Hill, New York.
44. Murphy, Herta and Hilde Brandt, Herbert W. (1984) Effective Business Communication, McGraw Hill, New York.
45. Parry, John (1968) The Psychology of Human Communication, American Elsevier, New York.
46. Peterson, Robert A and Ferrell, O.C. (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders, Prentice Hall of India Pvt., Ltd.
47. Phillip, Louis V. Organisational Communication-The Effective Management, Columbus Grid Inc. 1975
48. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
49. Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) Business Ethics: Concepts and Cases, Tata McGraw Hill, New Delhi.
50. Shekhar, R.C. (1997) Ethical Choices in Business, Response Books, Pennsylvania State University Press, U.S.A.
51. Stephenson, James (1988) Principles and Practice of Commercial Correspondence. Pilman and Sons Ltd., London.
52. Shurter, Robert L. (1971) Written Communication in Business, Tata McGraw

Hill, Tokyo.

General Reading List for Improved Language Skills:

[N.B. The list is only indicative and not prescriptive.]

1. Yousafzai Malala. I Am Malala, Weidenfeld & Nicolson, U.K.
2. Bach Richard. Illusions II, Create Space Independent Publishing Platform (Amazon).
3. Pillai, Radhakrishnan. Corporate Chanakya, Jaico Publishing House, Mumbai.
4. Tzu, Sun. The Art of War, Fingerprint Publishing (Amazon).
5. Goldratt, Eliyahu M. The Goal, Productivity & Quality Publishing (Amazon).
6. Goldratt, Eliyahu M. It's Not Luck, North River Press, U.S.A.
7. Murthy, Sudha. Wise and Otherwise Penguin India, New Delhi.
8. Choudhary, Arindam. Count Your Chickens before They Hatch, Vikas Publishing House, India.
9. Kalam, APJ. Wings of Fire, Universities Press, India.
10. Kalam APJ. Ignited Minds, Penguin India, New Delhi.

Suggested List of Websites

1. <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
6. <https://www.sitepoint.com/social-networking-sites-for-business>

Suggested List of YouTube Videos

1. <https://www.youtube.com/watch?v=K15ca0n0ois>
2. <https://www.youtube.com/watch?v=ixSUB11WNxk>
3. <https://www.youtube.com/watch?v=K15ca0n0ois>
4. <http://www.lifehack.org/.../communication/improvecommunicationskills.html>

IIT Kanpur Video Lectures

1. <http://nptel.ac.in/courses/109104031/>
2. <http://nptel.ac.in/courses/109104030/>

Suggested List of MOOCs

1. <https://www.mooc-list.com/tags/communication-skills>
2. <https://www.mooc-list.com/.../effective-communication>
3. <https://www.mooc-list.com/tags/business-communication>
4. <https://www.skilledup.com/.../learn-communications-online-free>
5. <http://www.about.com/Communication+Skills+List>

Coursera

1. <https://www.coursera.org/learn/management-leadership-english#>
2. <https://www.coursera.org/learn/business#>
3. <https://www.coursera.org/learn/powerpoint-presentations>

Modality of Assessment

A. Internal Assessment: 40%-40 Marks

SerialNo.	EvaluationType	Marks
1	WrittenTest	20
2	Assignment/Project	15
3	ClassParticipation	05
	Total:	40

B, External Examination: 60%-60 Marks

Semester III

Semester End Theory Examination

Time: 2 hours

- NB. 1. All questions are compulsory.
 2. Figures to the right indicate marks.
1. A Short notes (Any two out of four from Unit 1) 15
 2. A Essay Type (Any one out of two from Unit 2- Chapters -1,2 and 3) 07
 B Essay Type (Any one out of two from Unit 2- Chapters -4,5,6 and 7) 08
 3. Personnel Letters (Any three out of five) 15
 Statement of Purpose
 Letter of Recommendation

	Letter of Acceptance of Job Offer	
	Letter of Appreciation	
	Letter of Resignation	
4.	A. Job Application and Resume	10
	B. Questions based on Case Study (Management Skills)	05

SEMESTER-IV

TITLE: BUSINESS COMMUNICATION

Course Nomenclature: Business Communication -II

Course Code: JBCUABCO401

1. To help the learners to demonstrate the effective use of communication technology.
2. To help the learners to excel in Business Communication.
3. The learner should be prepared to meet the challenges of Communication in the business world.

Syllabus

Unit I Group Communication-I (8)

1 Group Discussions & Interviews

- Group Discussion
- Preparing for an Interview
- Types of Interviews – Selection, Appraisal, Grievance, Exit, Online
- Soft Skills – Emotional Quotient (EQ), Conflict Management

2 Meetings (8)

- Need and Importance of Meetings,
- Types of Meetings
- Conduct of a Formal Meeting
- Group Dynamics
- Role of the Chairperson

- Role of the Participants
- Drafting of Notice, Agenda and Resolutions

Unit II. 1 Group Communication -II Committees & Conferences (8)

- Importance of Committees
- Types of Committees
- Meaning of Conference
- Importance of Conferences
- Organizing a Conference
- Modern Methods of Conducting Conferences - Skype & Webinar

2 Public Relations (10)

- Meaning of Public Relations (PR)
- Functions of the PR Department of an Organization
- External and Internal Measures of Promoting PR
- Crisis Management
- Press Releases

Unit III. Business Correspondence

1. Trade Letters (15)

- Letters of Inquiry
- Letters of Complaints, Claims, Adjustments
- Sales Letters, Promotional Leaflets and Fliers
- Consumer Grievance Redressal Letters
- Letters under Right to Information (RTI) Act

Unit IV.A Report Writing (06)

1. Parts of a Business Report
2. Types of Business Reports
3. Feasibility Reports (Reports to be Prepared)
4. Investigative Reports (Reports to be Prepared)

**BLanguage and Writing Skills
Summarization (05)**

1. Identification of main and supporting/sub points
2. Presenting the points in a cohesive manner

REFERENCES

1. Agarwal, AnjuD. (1989) *A Practical Handbook for Consumers*, India Book House, Mumbai.
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2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
6. <https://www.sitepoint.com/social-networking-sites-for-business>

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2. <https://www.youtube.com/watch?v=ixSUB11WNxk>
3. <https://www.youtube.com/watch?v=K15ca0n0ois>
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3. <https://www.mooc-list.com/tags/business-communication>
4. <https://www.skilledup.com/.../learn-communications-online-free>
5. <http://www.about.com/Communication+Skills+List>

Coursera

1. <https://www.coursera.org/learn/management-leadership-english#>
2. <https://www.coursera.org/learn/business#>
3. <https://www.coursera.org/learn/powerpoint-presentations>

Modality of Assessment

A. Internal Assessment: 40%-40 Marks

SerialNo.	EvaluationType	Marks
1	WrittenTest	20
2	Assignment/Project	15
3	ClassParticipation	05
	Total:	40

Semester IV

B. Semester End Theory Examination

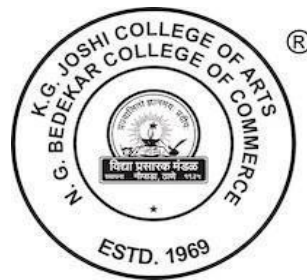
Time: 2 hours

NB. 1. All questions are compulsory.

2. Figures to the right indicate marks.

- | | | |
|----|---|-------|
| 1. | Short Notes (Any three out of 5 from Unit 1 | 15 |
| 2. | Essay type (Any two out of three from Unit II | 15 |
| | | (7+8) |
| 3 | Trade Letters (Any three out of five) | 15 |
| 4. | A Report Writing OR Business Proposal | 10 |
| | B Summarization | 05 |

AgendaNo. In 2.03 AC and Date:
25/02/2022



Vidya Prasarak Mandal's

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Commerce
(Autonomous)**

(Affiliated to University of Mumbai)

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Specific Programme: English –JBCUAIJR

Syllabus for SYBA

Year of Establishment: 1969

Year of Upgrading: 2022-2023

Applied Component Paper

Specific Programme: English–JBCUAIJR

PREAMBLE

The basic function of journalism is to inform and update the public with latest developments and issues of local, national and global importance. The Department of English through the course of Introduction to Journalism in the faculty of Arts imparts knowledge that is essential in developing a career perspective in journalism. The course gives emphasis to acquaint the learners with the basic concepts of journalism and to familiarize them with the content of a newspaper and departments of the newspaper publishing house. This aids in refining learners' journalistic skills by introducing them to basics of reporting and writing for print media. This course will enable the learners to understand newspaper organization structure and editorial department. Besides, it will also enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects.

Mode of Delivery:Offline(Online,in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

Course	Course Name	Semester	Course Nomenclature	CourseCode	Credits
1	Introduction to Journalism (ACG)	III	Introduction to Journalism-I	JBCUALJR301	4
		IV	Introduction to Journalism-II	JBCUALJR401	4

(CreditBasedSemesterandGradingSystemwiththeeffect from the academic year2022–2023)

Programme-Specific Outcomes:ENGLISH- JBCUAIJR

PROGRAMME-SPECIFIC OUTCOMES

PSO	PSO Description
PSO1	Acquaints the learners with the basic concepts of journalism and to familiarize them with the different departments of a newspaper
PSO2	Sensitizes them to the styles of journalistic prose
PSO3	Introduces them to reporting, editing and feature writing
PSO4	Aids to enable the students to apply their learning with a career perspective on journalism

SYBA
Introduction to Journalism
SEMESTER III
TITLE: Introduction to Journalism: Paper 1
(Fundamentals of Journalism and Reporting)
Course Code: JBCUAIJR301

1. To explore basics of newspaper and electronic journalism among the journalism.
2. To enhance the skill of writing journalistic reports among the learners.
3. To enable the learners to have a career perspective in Journalism

Unit 1: Introduction - What is news, Evolution of Indian Press, News Agencies, Electronic Journalism, Ethics in Journalism (15 Lectures)

Unit 2: Organisation and structure of newspaper- Circulation, Advertising, Editorial and Mechanical Departments (15 Lectures)

Unit 3: Reports and Case Study- Qualities and works of a reporter, Case study of reports and reporters (15 Lectures)

Unit 4: Writing of Reports - Basic principles: objectivity, accuracy, speed, clarity and, Parts of a news report, 5Ws, Headline writing, Types of Leads, and Report writing (15 Lectures)

References

- Kamath. M V. Professional Journalism. New Delhi: Vikas Publishing House, 1980.
- Mencher, Melvin. Basic News Writing. New Delhi: Universal Book Stall, 1992.
- Menon, P. K. Practical Journalism. Jaipur: Avishkar Publishers, 2005.
- Natrajan. J. History of Indian Journalism. New Delhi: Ministry of Information and Broadcasting, 1995.
- Parthasarathy, Rangaswami. Basic Journalism. New Delhi: MacMillan India Ltd. 1989.
- Parthasarathy, Rangaswami. Here is the News! Reporting for the Media. New Delhi: Sterling Publishers, 1994.
- Prasad, Shrada. Rukun Advani (et al) Editors on Editing. New Delhi: National Book Trust, 2004.

Modality of Assessment

Internal Assessment: 40%-40 Marks

SerialNo.	EvaluationType	Marks
1	WrittenTest	20
2	Assignment/Project	15
3	ClassParticipation	05
	Total:	40

External Examination: 60%-60 Marks

Semester III

Semester End Theory Examination

Time: 2 hours

- NB. 1. All questions are compulsory.
2. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

1. A. Short question (from Unit I) 8

B. Short question (from Unit I) 7

2. Full length question (from Unit II) 15

OR

2. A. Short question (from Unit II) 8

B. Short question (from Unit II) 7

3. Full length question (from Unit III) 15

OR

3. A. Short question (from Unit III) 8

B. Short question (from Unit III) 7

Q4: Unit 4 –Students to write a short report or to write some leads on the basis of

given headlines (one out of two)

15 Mark

Q.4. Questions based on Case Study (For Sem III)

15 Mark

Introduction to Journalism
SEMESTER IV
TITLE: Introduction to Journalism: Paper 2
(Editing, Feature Writing and Page Making)

CourseCode: JBCUAIJR401

1. To acquainted the learners with the basic concepts of Journalism and familiarize them with the content and departments of the newspaper publishing house.
2. To sensitise the learners to the styles of Journalistic prose.
- 3.To inculcate the learners the skills of reporting, editing and feature writing in Print medium.

Unit 1: Basics of Editing: Need and purpose, Principles of editing, Role of the Chief Editor and other Editors, Levels of Editing, Editorial Challenges, Proof Reading Symbols (15 lectures)

Unit 2: Editing Process: Language and style, editing for space, editing for correctness, editing for clarity, compiling, editing on computer (15 lectures)

Unit 3: Feature Writing: Types of features: Obits Reviews, Columns, Trend stories, How to write features (15 lectures)

Unit 4: Design and Make up: Make up and its functions, Types of Layout: Horizontal , Vertical Make up, Circus Make up, Modular layout, Broadsheet layout, tabloid layout, page-making on the computer, Fonts and Typography (15 lectures)

References

Kamath. M V. Professional Journalism. New Delhi: Vikas Publishing House, 1980.

Mencher, Melvin. Basic News Writing. New Delhi: Universal Book Stall, 1992.

Menon, P. K. Practical Journalism. Jaipur: Avishkar Publishers, 2005.

Natrajan. J. History of Indian Journalism. New Delhi: Ministry of Information and Broadcasting, 1995.

Parthasarathy, Rangaswami. Basic Journalism. New Delhi: MacMillan India Ltd. 1989.

Parthasarathy, Rangaswami. Here is the News! Reporting for the Media. New Delhi: Sterling Publishers, 1994.

Prasad, Shrada. Rukun Advani (et al) Editors on Editing. New Delhi: National Book Trust, 2004.

Selvaraj, Madhur. News Editing and Reporting. New Delhi: Dominant Publishers, 2005

Modality of Assessment

Internal Assessment: 40%-40 Marks

SerialNo.	EvaluationType	Marks
1	WrittenTest	20
2	Assignment/Project	15
3	ClassParticipation	05
	Total:	40

External Examination: 60%-60 Marks

Semester III

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

1. A. Short question (from Unit I) 8

B. Short question (from Unit I) 7

2. Full length question (from Unit II) 15

OR

- | | |
|---|----|
| 2. A. Short question (from Unit II) | 8 |
| B. Short question (from Unit II) | 7 |
| 3. Full length question (from Unit III) | 15 |

OR

- | | |
|--------------------------------------|---|
| 3. A. Short question (from Unit III) | 8 |
| B. Short question (from Unit III) | 7 |

Q4: Unit 4 –Students to write a short report or to write some leads on the basis of
given headlines (one out of two) 15 Mark

Q.4. Questions based on Case Study (For Sem III) 15 Mark

Agenda No. in 2.03 AC and

Date: 25/02/2022



**VidyaPrasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce
(Autonomous)**

**(Affiliated to University of Mumbai)
Program: B.A.**

**Specific Programme: Mass Communication
(ACG) JBCUAMCO**

Syllabus for SYBA

Year of Establishment: 1969

Year of Upgrading: 2022-2023

Applied Component Paper

Specific Programme: Mass Communication (ACG) JBCUAMCO

PREAMBLE

The program incorporates current and futuristic trends in the Media. This program expected the learners to know, understand Mass Communication and make the learners able to practice on the professional level. The overall formation of this program equips learners to have competencies to provide deliverables to the human capital hungry industry. This program makes the learners well acquainted to the field of mass media by exploring the variety of forms and processes that shape the media landscape.

Eligibility: A student must have successfully cleared the FYBA examination.

Duration: One year (ACG)

Mode of Delivery: Offline (Online, in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

Paper No	Paper Name	Semester	Course Nomenclature	Course Code	Credits
1	Mass Communication (ACG)	I	Mass Communication –I	JBCUAMCO301	4
		II	Mass Communication II	JBCUAMCO401	4

(Credit Based Semester and Grading System with effect from the academic

year 2022–2023)

Specific Programme: Mass Communication

JBCUAMCO

PROGRAMME - SPECIFIC OUTCOMES

PSO	PSO Description
PSO1	To develop the basic knowledge of Mass Communication and related areas of studies
PSO2	To impart communication, professional and life skills among students
PSO3	To empower students with professional ethics and values
PSO4	To inculcate socially responsibility as a media academicians among students

COURSE OUTCOMES

Semester III

Course Nomenclature: Mass Communication Paper I

Course Code: JBCUAMCO301

1. To introduce the students to some major aspects of communication and mass communication
2. To develop among the students a broad perspective of the past and the present status of Mass Media in India.
3. To develop among the students a critical understanding of the Mass Media with regard to their presentation formats, roles and audiences in Indian context.
4. To enable students to analyze various media critically

Paper I: Semester III

**Course Nomenclature: MASS COMMUNICATION (Applied
Component)**

Course Code: JBCUAMCO301

Lectures

Unit 1: Nature of Communication

10

- a. Definitions, elements and process of communication
- b. Types - interpersonal, group and mass communication
- c. Modes - verbal and non-verbal
- d. Means – traditional, electronic, digital
- e. Barriers – physical, linguistic, psychological and cultural

Unit 2 : Nature of Mass Communication

15

- a. Concept of 'mass audience'
- b. The process of mass communication
- c. Features of mass communication
- d. Functions of mass communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building.
- e. Channels of mass communication: traditional folk media, print media, electronic media, new/digital media

Unit 3: Mass Media in India:

- a. Brief history and Milestones in its technological advancement
- b. Folk media for promoting literacy, and social change.
- c. Mass Media- Current trends, Challenges and Opportunities
- d. Types of Media Organization
- e. New Media and The Age Of Internet

Unit 4: Media Types & Presentation Formats: their nature, function & target audience
20

- a. Major types of newspapers and magazines
- b. Major formats of newspaper items
- c. Major formats of radio programmes
- d. Major formats of TV programmes
- e. Major types of films
- f. Major web based social media /networking sites

REFERENCES:

1. Acharya A.N : Television in India, Manas Publications, New Delhi,1987.
2. Ahuja B.K. : Mass Media Communication : Theory and Practices, Saurabh Publishing House, New Delhi, 2010
3. Ahuja B. N. : History of Press., Press Laws and Communications ,Surjeet Pub. New

- Delhi. 1989.
4. Chattergy P.C. : Broadcasting in India , Sage (II nd ed.) New Delhi , 2000
 5. Folkerts Jean and Stephen Lacey : The Media in Your Life (3rd ed.) , Pearson Education , 2004
 6. Joseph M.K. : Freedom of the Press , Anmol Publication. New Delhi, 1997
 7. Joshi Uma : Textbook of Mass Communication and Media ,Anmol Publications Pvt. Limited, New Delhi ,2002
 8. Keval Kumar: Mass Communication: A Critical Analysis, VipulPrakashan, Mumbai, 2002
 9. Khan & K. Kumar : Studies in Modern Mass Media, Vol.1 & 2. , Kanishka Pub. 1993. 36
 10. NarulaUma : Mass Communication Theory and Practice , Haranand, New Delhi, 1994
 11. Parthasarathy R. : Journalism in India , Sterling pub. New Delhi.1989.
 12. PuriManohar : Art of Editing , Prag Publication, New Delhi. 2006.
 13. Ranganathan Maya and Rodrigues Usha : Indian Media in a Globalised World, Sage, 2010
 14. Rantanen, Terhi. : Media and Globalisation , Sage, London. 2005.
 15. Rodman George : Making Sense of Media : An Introduction to Mass Communication , Longman , 2000
 16. Roy Barun : Beginner's Guide to Journalism and Mass Communication , V& S Publishers, New Delhi.
 17. Sankhder B M : Press, Politics and Public Opinion in India , Deep Pub. New Delhi, 1984.
 18. SeetharamanS : Communication and culture , Associate pub. Mysore, 1991.
 19. SinghalArvind and Rogers Everest : India's Communication Revolution: From Bullock Carts to Cyber Marts , Sage, 2000
 20. Srivastava K. M. : Media towards 21st Century, Sterling Pub. New Delhi. 1998.
 21. Vilanilam J.V. : Development Communication in Practice, Sage , 2009.

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

SEMESTER -III

- NB. 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.No.	Questions	Marks
1	A) Full length essay type question OR B) Short essay type questions (a and b)	15 15
1	A) Full length essay type question OR B) Short essay type questions (a and b)	15 15
3	A) Full length essay type question OR B) Short essay type questions (a and b)	15 15
4	A) Full length essay type question OR B) Short essay type questions (a and b)	15 15

SEMESTER-IV

TITLE: MASS COMMUNICATION

Course Nomenclature: COMMUNICATION SKILLS IN ENGLISH

(Applied Component)

Course Code: JBCUAMCO401

Semester IV

Course Nomenclature: Mass Communication Paper II

Course Code: JBCUAMCO401

- 1 To develop among the students a critical understanding of some special roles of different Mass Media in India
- 2 To help the students to assess the contribution of Indian mass media to national development.
- 3 To acquaint the students with some issues and laws related to mass media in India.
- 4 To introduce the students to various job and career opportunities in media industry

Syllabus

Lectures

Unit 1: Special Roles of Mass Media in India	20
<ul style="list-style-type: none">a. Print media as an interpreter and a watchdogb. Radio as a patron of musicc. Television and surveillanced. Television and its impact on the Indian family institutione. Television and Consumerismf. Films voicing social problemsg. Social networking sites and mass campaigns	
Unit 2: Indian Mass Media and National Development	15
<ul style="list-style-type: none">a. Role of media in exposing anti-development elementsb. Role of media in strengthening democracyc. Role of media in educationd. Role of media in promoting government schemes	
Unit 3: Media Related Issues and Laws in India	15
<ul style="list-style-type: none">a. Freedom of expression and Censorshipb. The relationship between the media and the governmentc. Media objectivity, including media bias and political leanings	

- d. Objectionable advertising
- e. Major laws in India related to media

Unit 4: Roles / Functions of Media Personnel and Career Opportunities in Mass Media. Job Prospects: Content Writing, News Reader, Public Relations, Journalism, Advertising, Photographing, Film Industry, Media Correspondence and Internship. **10**

REFERENCES:

1. Acharya A.N : Television in India, Manas Publications, New Delhi, 1987.
2. Ahuja B.K. : Mass Media Communication : Theory and Practices, Saurabh Publishing House, New Delhi, 2010
3. Ahuja B. N. : History of Press., Press Laws and Communications ,Surjeet Pub. New Delhi. 1989.
4. Chattergy P.C. : Broadcasting in India , Sage (II nd ed.) New Delhi , 2000
5. Folkerts Jean and Stephen Lacey : The Media in Your Life (3rd ed.) , Pearson Education , 2004
6. Joseph M.K. : Freedom of the Press , Anmol Publication. New Delhi, 1997
7. Joshi Uma : Textbook of Mass Communication and Media ,Anmol Publications Pvt. Limited, New Delhi ,2002
8. Keval Kumar: Mass Communication: A Critical Analysis, VipulPrakashan, Mumbai, 2002
9. Khan & K. Kumar : Studies in Modern Mass Media, Vol.1 & 2. , Kanishka Pub. 1993. 36
10. NarulaUma : Mass Communication Theory and Practice , Haranand, New Delhi, 1994
11. Parthasarathy R. : Journalism in India , Sterling pub. New Delhi. 1989.
12. PuriManohar : Art of Editing , Prag Publication, New Delhi. 2006.
13. Ranganathan Maya and Rodrigues Usha : Indian Media in a Globalised World, Sage, 2010
14. Rantanen, Terhi. : Media and Globalisation , Sage, London. 2005.
15. Rodman George : Making Sense of Media : An Introduction to Mass Communication , Longman , 2000
16. Roy Barun : Beginner's Guide to Journalism and Mass Communication , V& S Publishers, New Delhi.

17. Sankhder B M : Press, Politics and Public Opinion in India , Deep Pub. New Delhi, 1984.
18. SeetharamanS : Communication and culture , Associate pub. Mysore, 1991.
19. SinghalArvind and Rogers Everest : India's Communication Revolution: From Bullock Carts to Cyber Marts , Sage, 2000
20. Srivastava K. M. : Media towards 21st Century, Sterling Pub. New Delhi. 1998.
21. Vilanilam J.V. : Development Communication in Practice, Sage , 2009.

Modality of Assessment
C. Internal Assessment : 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

D.External Examination: 60%- 60 Marks

- NB. 1. All questions are compulsory.
 2. Figures to the right indicate full marks.

Q.No.	Questions	Marks
1	Full length essay type question OR Short essay type questions (a and b)	15 15
5	Full length essay type question OR Short essay type questions (a and b)	15 15
3	Full length essay type question OR Short essay type questions (a and b)	15 15

4	Full length essay type question	15
	OR Short essay type questions (a and b)	15