

## Bachelor of Commerce (B.Com.)

Semester 1

Process of  
Communication

<b>Pre-requisites for the course</b>	12 <sup>th</sup> Standard in relevant Stream
<b>Course Code</b>	Process of Communication
<b>Course Type</b>	AEC-1
<b>Credit</b>	02
<b>Contact Hours</b>	02 Hours in a week
<b>Course focussing on</b>	English Knowledge enhancement, Communication Skill,
<b>Relevance of course to</b>	Local, National, Regional and Global level
<b>Relation to</b>	Language competency, Professional Ethics, Skill development, Ability enhancement in English communication

**Course Objectives:** The course has been designed keeping in view the disciplinary or inter- disciplinary nature of the programme. It is Ability Enhancement Course (AEC) for the B.Com. programme and is also open to students of the university under choice-based credit system (CBCS). The course has been designed-

- To enable students to apply the skills of communication
- To clarify the meaning, process, and elements of communication
- To convey the need and importance of communication
- To present the communication process and the elements involved in varied communicative situations

**By the end of this course,** students should be able to-

- (i) Get an overview of main concepts of Communication Process
- (ii) Analyse difference between verbal and non-verbal concepts of English communication
- (iii) Apply theoretical concepts in order to understand what English Communication is with its use in our personal or professional life
- (iv) Interact skilfully and ethically

**On completion of the course students will be able to:**

- LO 1 –Explain the origins of the Communication Discipline
- LO 2 –Summarize the broad nature of the Communication discipline
- LO 3 –Understand the relationship between meaning and messages

### Teaching Methods:

Teaching will take place through lectures and interactions. For students, regular attendance and participation in the class is essential. Group and individual activities from student participants would supplement classroom engagement. ICT tools would be used extensively during teaching. Students are expected to participate actively in

discussions based on their critical understanding of the assigned readings. 80% attendance is necessary to attend the end semester exam.

	<b>Course Contents</b>	<b>Teaching Hours</b>	<b>Weightage of Marks</b>
<b>Unit-1</b>	<b>Introduction:</b> Theory of Communication, Nature of Communication, Modes of communication, Process of Communication, Importance of Communication, Different forms of Communication	15	25
<b>Unit-2</b>	<b>Language of Communication:</b> Verbal and Non-verbal (Spoken and Written), Personal, Social and Business Communication, Barriers and Strategies of Communication, Intra-personal, Inter-personal and Group communication	15	25
	<b>Total</b>	<b>30</b>	<b>50</b>

#### **Mode of Evaluation**

##### **2 Credit Course**

Continuous and Comprehensive Evaluation (CCE) - 50% (components as prescribed by the University)

Semester End Exam (SEE) - 50% (as prescribed by the University)

#### **List of Reference Books/e-resources/e-content**

1. Business Communication by Urmila Rai & S.M. Rai, Himalaya Publication House
2. Fluency in English - Part II, Oxford University Press, 2006.
3. Business English, Pearson, 2008.
4. Language, Literature and Creativity, Orient Blackswan, 2013.
5. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr Brati Biswas