STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI Course Schedule: June - November 2024

Department	: COMMERCE
Name/s of the Faculty	: MS. YOYOMBHINI B.
Course Title	: BUSINESS COMMUNICATION
Course Code	: 19CM/MC/BC54
Shift	:I

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26,	Unit 1	Lecture	Business	CA Test I
2024	Introduction		communication Rajendra Pal	
(Day Order	1.1 Nature, Process and Importance of		and Korlahalli	
1 - 6)	Communication 1.2 Types of Communication		Business Communication Sundaram and Kumararaja	
Jun 27 –	1.3 Barriers to Communication	Lecture	Business	CA Test I
July 4, 2024			communication Rajendra Pal and Korlahalli	
(Day Order			Business	
1 - 6)			Communication Sundaram and Kumararaja	
July 5 – 12, 2024 (Day Order 1 - 6)	Unit 2 Business Correspondence 2.1 Need and Importance of Business Correspondence 2.2 Planning, Layout and Kinds of Business	Lecture and Letter writing	Business communication Rajendra Pal and Korlahalli	CA Test I
	Letters		Business Communication Sundaram and Kumararaja	
July 15 –	2.3 Kinds of Business Correspondence	Lecture and	Business	CA Test I
23, 2024	2.3.1 Quotation-Inviting Quotations, sending Quotations.	Letter writing	communication Rajendra Pal	
(Day Order	2.3.2 Sales letters, Claim inviting Adjustment		and Korlahalli	
1 - 6)			Business Communication Sundaram and Kumararaja	
July 24 –	2.4 Official Legal Communication 2.4.1	Lecture and	Business	CA Test I

31, 2024	Memorandum, Inter-office Memorandum.	letter writing	communication	
(Day Order	2.4.2 Notices, Agenda, Minutes		Rajendra Pal and Korlahalli	
1 - 6)	2.5 Job Application Letter, Preparing a Resume			
	2.5 Job Application Letter, Freparing a Resume		Business	
			Communication Sundaram and	
			Kumararaja	
Aug 1 – 5,	Unit 3 Business Report Writing	Lecture and Report	Business communication	CA Test II
2024	3.1 Importance and Need for Report-Writing	writing	Rajendra Pal	
(Day Order	3.2 Format of a Report-Guidelines in the		and Korlahalli	
1 - 3)	preparation of a report 3.3 Process of writing a Report		Business	
	sie more si winning a nepone		Communication	
			Sundaram and Kumararaja	
Aug 6 – 10,			Kuillalalaja	
2024	С.А. Т	est – I		
Aug 12 –	3.4 Importance of including Visual Charts in	Lecture and	Business	CA Test II
14, 2024	writing Reports	report writing	communication Rajendra Pal	
(Day Order			and Korlahalli	
4-6)			Business	
			Communication	
			Sundaram and	
Aug 16 –	3.5 Citation Rules in Reports and Types of	Lecture and	Kumararaja Business	CA Test II
23, 2024	Reports	report writing	communication	
			Rajendra Pal	
(Day Order			and Korlahalli	
1-6)			Business	
			Communication Sundaram and	
			Kumararaja	
Aug 27 –	Unit 4 Business Longroups and Buscontation	Lecture and	Business	CA Test II
Sep 3, 2024	Business Language and Presentation 4.1 Importance of Business Language	presentation	communication Rajendra Pal	
(Day Order	· · · · · · · · · · · · · · · · · · ·		and Korlahalli	
1-6)			Business	
			Communication	
			Sundaram and	
Sep 4 – 11,	4.2 Oral presentation- Importance,	Lecture and	Kumararaja Business	CA Test II
2024	Characteristics	presentation	communication	
			Rajendra Pal and Korlahalli	
(Day Order				

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1-6)			Business	
			Communication	
			Sundaram and	
			Kumararaja	
Sep 12 - 20,	4.3 Presentation Plan, Power Point Presentation,	Lecture and	Business	CA Test II
2024	Visual Aids	presentation	communication	
(Day Order			Rajendra Pal and Korlahalli	
· •				
1-6)			Business	
			Communication	
			Sundaram and	
Sep 23 - 26,	Unit 5	Lecture	Kumararaja Business	Component
-	Business Communication and Technology	Lootare	communication	component
2024	5.1 Role, Effects and Advantage of Technology		Rajendra Pal	
(Day Order	in Business Communication		and Korlahalli	
1-4)			Business	
			Communication	
			Sundaram and	
			Kumararaja	
Sep 27 –	C.A. Te	st – II		
Oct 3, 2024				
Oct 4 – 5,	5.2 Importance of E-Communication	Lecture	Business	Component
		Class	communication	component
2024		discussion	Rajendra Pal	
(Day 5 &		and	and Korlahalli	
6)		presentation	Business	
			Communication	
			Sundaram and	
			Kumararaja	
Oct 7 - 15,	5.2.1 E-mail, Text Messaging, Instant Messaging	Lecture	Business	Component
2024		Class discussion	communication	
(Day Order		and	Rajendra Pal and Korlahalli	
		presentation		
1 to 6)			Business	
			Communication	
			Sundaram and	
Oct 16 - 22,	Modern Techniques-Video Conference	Class	Kumararaja Business	Component
	result rechniques video conference	discussion	communication	component
2024		and	Rajendra Pal	
(Day Order		presentation	and Korlahalli	
1 to 6)			Business	
			Dusiness	

	Communication Sundaram and Kumararaja
Oct 23 - 24,	
2024	REVISION
(Day Order	KEVISION
1 to 2)	

Component

- Assignment on Role, Effects and Advantage of Technology in Business Communication.
- Oral and Power point Presentation in groups.
- Report Submission