

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, 2024 (Day Order 1 - 6)	Unit 1 Introduction 1.1 Nature, Process and Importance of Communication 1.2 Types of Communication	Lecture	Business communication Rajendra Pal and Korlahalli Business Communication Sundaram and Kumararaja	CA Test I
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.3 Barriers to Communication	Lecture	Business communication Rajendra Pal and Korlahalli Business Communication Sundaram and Kumararaja	CA Test I
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 Letters	Lecture and Letter writing	Business communication Rajendra Pal and Korlahalli Business Communication Sundaram and Kumararaja	CA Test I
July 15 – 23, 2024 (Day Order 1 - 6)	2.3 Kinds of Business Correspondence 2.3.1 Quotation-Inviting Quotations, sending Quotations. 2.3.2 Sales letters, Claim inviting Adjustment	Lecture and Letter writing	Business communication Rajendra Pal and Korlahalli Business Communication Sundaram and Kumararaja	CA Test I
July 24 –	2.4 Official Legal Communication 2.4.1	Lecture and	Business	CA Test I

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

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

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

Component

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