

**B.Com Second Semester Syllabus
Business Communication and IT Application**

Theory - 50 marks
practical 50 marks
2 hrs

Unit I: Communication

Meaning & Definition of Communication, Importance of Communication, types of Communication – (Verbal, Non Verbal), Barriers to Communication

Unit II : Business Correspondence :

Letter Writing, Presentation, Inviting quotations, Sending quotations, placing orders, Inviting tenders, Sales letters, claim and adjustment letters and social correspondence, Memorandum, Inter-office memo, Notice Agenda, Job application letter, preparing the Resume

Unit III : Internet technology

Introduction to computer networks : Introduction- need, advantages, disadvantages, types of networks, types of transmission media, Internetworking devices-bridges, routers, gateways, IP addressing: why IP address, basic format of IP address- IPV4, IPV6, Protocols - HTTP, HTTPS, FTP, DNS, Email

Unit IV: Electronic Communication

Meaning and Definition of Electronic Communication, Advantages & Disadvantages of Electronic Communication, Types of Electronic Communication, Web Pages, Email, Forums, Text & Instant Messaging, Social Networking, Video Chat etc., Monitoring of Electronic Communication, Developing a Policy

Unit V: Email, Social Networking and Oral Presentation.

Definition and Origin of E-mail, Message Format, Types of Email, Spam, Spoofing, Bombing. Social Networking Sites- Facebook, You Tube, Instagram, Twitter, LinkedIn, Google+ etc. Oral Presentation : Presentation Plan, PPT, Visual Aids, Sales Presentation and Training Presentation.

References :

1. Introduction to Information Technology – ITL Education Solutions Limited, Pearson Education
2. V.D. Dudheja : Information Technology, E-Commerce and Business- Commonwealth Publishers, New Delhi.
3. Anita Goel : Computer Fundamentals, Pearson Publication.
4. Sanjay Saxena : Information Technology, Vikas Publication
5. Leena Sen, Communication Skills, PHI Learning.
6. Locker and Kaczmarek, Business Communication : Building Critical Skills, TMH

Practical to be conducted (Contents for 20 marks)

- 1 Printout to be submitted
- 2 Preparing format of letter, Business letter
- 3 Preparation of Meeting Report
- 4 Bold Copying Therasys, Synonymous, Formatting
- 5 PPT Presentation