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| **Part A: Introduction** | | | | |
| Program: **Certificate Course** | | Class: **B.B.A.Semester I** | Year: **2022** | Session:**2022-2023** |
| 1 | Course Code | BBBAS- 101 | | |
| 2 | Course Title | **COMMUNICATION AND DOCUMENTATION IN BUSINESS** | | |
| 3 | Course Type | Skill Enhancement Course(Paper-VI) | | |
| 4 | Pre-requisite  (if any) | Pass in class XII | | |
| 5 | Objectives | The course aims to enhance written and verbal communication/ presentation skills amongst the learners and ability to frame effective documentation both in digital and non-digital environment. | | |
| 6 | Course Learning  Outcomes (CLO) | At the end of this course, the students will be able  After completion of the course, learners will be able to:  1. Realize the significance of effective communication in business;  2. Learn business vocabulary and understand varied ways/methods to present business plans;  3. Gain knowledge on drafting of official letters and documents;  4. Develop appropriate skills for report writing and different ways of documentation;  5. Explain the role of information technology for enabling business communication and documentation . | | |
| 7 | Credit Value: 02 | Theory :02 | | |
| 8 | Total Marks: | Max. Marks:50 | | Min Passing Marks :20 |

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| **Part B: Content of the Course** | | |
| Total No. of Lecturer (in per week):03  Total Lectures: 45 | | |
|  | Topics | No. of Lectures |
| I | **(i)Communication Roles and Flows in Organisations**  Meaning, definitions, concept and significance, models and process of communication (with reference to Mintzberg’s managerial roles) and documentation in business. Basic forms of communicating. Communication and process; principles of effective communication; Theories of communication; Self-Development and Communication; Development of positive personal attitudes, SWOT analysis.  (ii)Corporate Communication: Formal and Informal communication networks; Grapevine; Miscommunication (Barriers); improving communication. Practices in business communication; Group discussions; Seminars; Effective Listening: Principles of effective listening; Factor affective listening exercises; Oral, Written, and video session, Audience analysis and feedback**.** | 15 |
| II | **(i)Business Language and Presentation**  Business, commercial and managerial vocabulary – terms used in trade, business plans/ proposals, presenting business plans, multimedia corporate presentations  **(ii)Business Correspondence**  Inviting quotations, sending quotations, placing orders, Social and public relations correspondence; Reading and writing shorter business messages –invitations, thank you notes, greetings and congratulations. | 15 |
| III | (i)**Technology and Business Communication**  Use of digital platforms in business communication; Handling online orders, complaints and other sales correspondence, use of social media tools for advertising, buying and selling; publicizing business ideas through blogs, web-pages etc.; online business communities; webinars and conference calls. Privacy and data security issues in business communication  **(ii)Business Documentation**  Drafting simple contracts and deeds (non-legal); Project on legal documentation for bank transactions; Property documentation; Contract of employment etc.; note-sheet; Creating, storing/ archiving and retrieving folders/ documents. Document sharing and collaborative working; Privacy and data security issues in business documentation | 15 |
| **Practical Exercises:**  The learners are required to:  1. Interview employees of some organisation to find out communication issues and challenges.  2. Make a vocabulary of various terms used in business documentation.  3. Collect some samples of business correspondence and documentations and find out their effectiveness;  4. Visit the social media account of any one reputed well-established organisation and another account of a developing organisation. Compare the difference in communication, persuasion, and advertising methods, highlight the ways in which both the organisation can learn from one another | | |
| **Keywords:** | | |

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| **Part C - Learning Resource** |
| Text Books, Reference Books, Other Resources |
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| **Suggested Readings:**  Andrews, D. C., & Andrews, W. D. (2003). *Management Communication: A Guide.* Boston: Cengage Learning.  Canavor, N. (2012). *Business Writing in the Digital Age.* California: SAGE Publications.  Guffey, M. E., & Loewy, D. (2013). *Essentials of Business Communication.* Boston: Cengage Learning.  Locker, K., & Kaczmarek, S. (2009). *Business Communication: Building Critical Skills.* New York: McGraw Hill Education.  Newman, A. (2017). *Business Communication: In Person, In Print, Online.* Boston: Cengage Learning.  Shirley, T. (2005). *Communication for Business.* London: Pearson Education.  Agrawal P.K,Mishra A.K.,Business Communication(Hindi): Sahitya Bhawan Publication ;Agra.  Balasubramanyam: Business Communication; Vikas Publishing House, Delhi.  Mishra Vinod : Business Communication(Hindi); Sahitya Bhawan Publication ; Agra.  Kaul : Effective Business Communication; Prentice Hall, New Delhi.  Patri V.R., Essentials of Communication ; Greenspan Publications, New Delhi.  Senguin J,Business Communication; The Real World and Your Career, Allied Publishers ,New Delhi.  Mishra , Shukla & Patel ; Business Communication(Both Hindi and English) SBPD Publishing House, Agra.  Wilson, K., & Wauson, J. (2011). *The AMA Handbook of Business Documents: Guidelines and Sample Documents That Make Business Writing Easy.* New York: AMACOM.  Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.) |
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| **Part A: Introduction** | | | | | | | | |
| Program: **Certificate Course** | | | Class: **B.BA.Semester I** | Year: **2022** | | Session:**2022-2023** | | |
| 1 | Course Code | | BBBAS-102 | | | | | |
| 2 | Course Title | | **MUTUAL FUND OPERATIONS, DISTRIBUTION, AND REGULATIONS** | | | | | |
| 3 | Course Type | | Skill Enhancement Course (Paper-VI) | | | | | |
| 4 | Pre-requisite  (ifany) | | Pass in class XII | | | | | |
| 5 | Objectives | | The learners will be able to understand different products of mutual fund investment along with the regulations, research, types, process and sales strategies for mutual fund market in India. The learners will be equipped to execute sale in the mutual fund market and should be a ready resource for absorption for companies after completion of this course | | | | | |
| 6 | Course Learning  Outcomes (CLO) | | At the end of this course, the students will be able  1.Summarize the structure of mutual fund market in India;  2. Describe the role of different regulators;  3. Explain the regulations, process and objectives of offer document;  4. List down the mandatory disclosures and content points of offer document;  5. Define the commission structure;  6. List the pre-requisites of becoming a distributor;  7. Demonstrate code of conduct policy. | | | | | |
| 7 | Credit Value 02 | | Theory :02 | | | | | |
| 8 | Total Marks | | Max. Marks:50 | | Min Passing Marks :20 | | | |
| **Part B: Content of the Course** | | | | | | | |
| Total No. of Lecturer in per week:03  Total Lectures:45 | | | | | | | |
|  | | Topics | | | | | No. of Lectures |
| I | | **Mutual fund operations and regulatory environment**  a. Structure of mutual fund industry in India  b. Regulators and their role  c. Pricing, key accounting, and reporting requirements  d. Role of SEBI in regulation  e. Code of Ethics of AMFI  f. Investor right and obligations  g. Consolidated account statement. | | | | | 15 |
| II | | **Offer document**  a. Regulations with respect to offer document for NFO  b. Process of NFO and steps involved in marketing an NFO  c. Objectives of information disclosure in an offer document  d. Objectives and contents of the Statement of Additional Information (SAI) and related regulations  e. Objectives and contents of the Scheme Information Document (SID) and related regulations  f. Key Information Memorandum (KIM) and related regulations | | | | | 15 |
| III | | Fund distribution and sales practices  a. Pre-requisites to become a mutual fund distributor  b. Sales practices and commission structure  c. Types of commissions and transaction charges  d. Code of conduct specified by AMFI. | | | | | 15 |
| **Keywords:** | | | | | | | |

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| **Part C - Learning Resource** |
| Text Books, Reference Books, Other Resources |
| **Suggested Readings:**  **T** Sankaran, S. (2019). *Indian Mutual Fund Handbook*. New Delhi: Vision Books.  NISM series V-A Mutual funds distributors certification  Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.) |