

SEMESTER III

UECOB20 - ESSENTIALS OF BUSINESS COMMUNICATION

Year/ Semester	Course Code	Title of the course	Course type	Course category	No. of Hours	Credits	Marks
II/III	UECOB20	Elective – II A: Essentials of Business Communication	Theory	Elective	5	5	40+60

Course Objectives:

1. To know the importance of business communication in the organisations.
2. To impart the strategies of effectiveness of business writing.
3. This course enable the students to draft bank correspondence letters.
4. To gain the knowledge of report writing and its importance.
5. To induce the skills in resume writing and train the students to face interviews.

Course Learning Outcomes(CLO):

The learners will able to:

1. Become versatile in business communication.
2. Acquire knowledge on drafting business letters.
3. Compose bank correspondence letters.
4. Understand the importance of report writing in organisations.
5. Apply skills in writing resume, job applications and to face interviews.

COs consistency with POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
1	M	M	H	H	M	M
2	H	M	M	M	H	M
3	H	M	H	H	H	M
4	M	M	M	M	H	M
5	H	M	M	M	H	M

(Low – L, Medium – M, High – H)

COs consistency with PSOs

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1	H	M	L	L	M	M
2	H	H	M	H	H	M
3	H	M	M	M	M	M
4	H	M	M	M	H	H
5	M	M	M	H	H	M

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Introduction (15 Hours)

- 1.1 Business Communication, Meaning, Definition ((K₁,K₂)
- 1.2 Objectives, Process of Communication (K₂,K₃)
- 1.3 Importance of Communication (K₂,K₃)
- 1.4 Types of Communication (K₂,K₃)
- 1.5 Directions of Communications (K₂,K₃)
- 1.6 Barriers to Effective Communication (K₂,K₄)

Unit II: Business Communication (15 Hours)

- 2.1 Features of Business Communication (K₁, K₂, K₃)
- 2.2 Guidelines (The 7Cs) for Effective Business Communication (K₁,K₂, K₃,K₄)
- 2.3 Model Letters, Layout of Business Letter (K₁, K₂, K₃)
- 2.4 Features in Layout of a Business Letter, Need for Business Letter (K₂, K₃, K₄)
- 2.5 Functions of a Business Letter (K₂, K₃, K₄)
- 2.6 Classification of Business Letter. (K₂, K₃, K₄)

Unit III: Bank Correspondence (15 Hours)

- 3.1 Guidelines for writing a complaint letter (K₁, K₂, K₃)
- 3.2 Drafting Complaint Letters regarding various issues to the authorities (K₁, K₃)
- 3.3 Essentials of Bank Correspondence (K₂, K₃, K₄)
- 3.4 Letters from Customers to Bank, Opening of a Current Account (K₂, K₃)
- 3.5 Requesting to Stop Payment, Extension of time for the repayment of a Loan (K₁, K₃, K₄)
- 3.6 Transfer of SB Account to another Branch, Wrong Debit in the Account (K₁, K₂, K₃, K₄)

Unit IV: Report Writing (15 Hours)

- 4.1 Reports, Importance (K₁, K₂)
- 4.2 Kinds, Effective Report (K₁, K₂, K₃)
- 4.3 Guidelines of Report writing (K₁, K₂, K₃)
- 4.4 Short Reports, Long Reports (K₂, K₃)
- 4.5 Meetings (K₁, K₂, K₃, K₄)
- 4.6 Agenda and Minutes (K₁, K₂, K₃, K₄)

Unit V: Job Application (15 Hours)

- 5.1 Job Application, Meaning, Important aspects, Advantages (K₁, K₂)
- 5.2 Drafting Job Application (K₁, K₂, K₃)
- 5.3 Resumes, Meaning (K₁, K₂, K₃)
- 5.4 Types, Drafting (K₃, K₄)
- 5.5 Model of Letters and Resumes (K₂, K₃, K₄)
- 5.6 Interviews, Guidelines (K₂, K₃, K₄)

Text Book:

1. Raghunathan N. S and Santhanam B – Business Communication – Margham Publications, Chennai - Reprint 2017.

Reference Books:

1. Sundar K and Kumara Raj A – Essentials of Business Communication – Vijay Nicole Imprints Private Limited, Chennai – Reprint 2017.
2. Krishnamacharyulu C. S. G – Business Communication – Himalaya Publishing House, Mumbai – First Edition – 2016.

Web Resources:

1. <https://en.wikibooks.org>
2. <https://blog.in.co>
3. <https://www.iabc.com>
4. <https://myperfectresume.com>
5. www.mybusinessletter.com

SEMESTER V / VI**USCOE521 -ELECTIVE: E- PAYMENTS AND ACCOUNTING SOFTWARES**

Year/ Semester V/VI	Course Code USCOE521	Title of the course E- payments and accounting softwares	Course type Theory	Course category Elective III:A	No. of. Hours 4	Credits 3	Marks 40+60
------------------------------------	-------------------------------------	---	-----------------------------------	---	--------------------------------	----------------------	------------------------

Course Objectives:

1. To impart the knowledge about various concepts of e-commerce.
2. To enable the awareness through the usage of internet technologies.
3. To execute the different models of OSI
4. To evaluate the various knowledge about payment methods.
5. To criticize the features of tally & practical consideration of it.

Course Learning Outcomes:

The Learners will be able to:

1. To know the various concepts of e-commerce.
2. Awareness gained on the aspects of e-commerce, the usage of internet technologies
3. Executing different security, OSI models
4. Imbibe knowledge on various payment models and its application
5. In depth knowledge on Tally hands on training to create a company and preparation of final accounts.

CO's consistency with PO'S

CO	PO1	PO2	PO3	PO4	PO5	PO6
1	H	M	H	H	H	H
2	H	M	H	H	H	H
3	H	H	M	H	M	M
4	M	H	H	M	H	M
5	H	M	H	H	H	M

(Low – L, Medium – M, High – H)

CO's consistency with PSO'S

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
1	H	M	H	H	H	H
2	H	M	H	H	H	H

3	H	H	M	H	M	M
4	M	H	H	M	H	M
5	H	M	H	H	H	M

(Low– L, Medium – M, High– H)

UNIT I: E- PAYMENTS

Electronic Fund Transfer – EDI – NEFT – RTGS – Electronic clearing system (Debit and credit) – operation and benefits. Electronic payment system - Meaning – Features – payment method – Electronic cash – Electronic purse – Electronic cards – SWIFT – Plastic cards.

UNIT II: INCOME TAX REGISTRATION AND FILING

Meaning of Income Tax – Assessee - Return of Income - Belated Return of Income-Various Forms - Advance Tax – Hearing & Appeals - Refund of tax and Tax payment - TDS and TCS - Meaning of Pan - Procedure to get Aadhar linked - Pan-Steps to registration - Steps for E-filing

UNIT III: GST REGISTRATION AND FILING

Meaning of Indirect Tax - Meaning of GST - GST council - Types of GST - Composition Levy - Input Tax Credit - Tax slab Rates - GST Registration - Filing of E return

UNIT IV: TALLY WITH GST

Introduction - Meaning of Tally – Features of Tally – Company Creation - Groups and Ledgers - Inventory in Tally - Stock Groups, Stock Items, Stock Category, Unit creation and Godown – Vouchers - Creation and alteration - Bank Reconciliation Statement - GST in Tally.

UNIT V: Management Information System (MIS)

Preparation of Trading and Profit & Loss A/c – Balance Sheet – Stock Summery – Reporting and Printing – Export of Financial Statements - Ratio Analysis – Fund Flow Statement – Cash Flow Statement.

Text book: Study materials will be provided

Reference books:

1. Gordon & Natarajan , Banking Law and Practices,
2. Reddy & Murthy, Indirect taxation, Law & Practice, Margham Publications