

V.V. Sangha's
Smt. Allum Sumangalamma College For Women, Ballari.
Department of Commerce

Academic Year: 2020-2021

Course: **Business Communication Skills**

Name of the Faculty: **Anupama K**

Semester: **II Sem**



Unit no.	Title of the Chapters & Descriptions	Period/ month	No. of hours Alotted	No. of Hours Taken	Teaching Pedagogy /Methodology adopted
01.	Introduction to Communication: Meaning and objective of Communication. Importance of Effective Communication. Media of Communication. Types of Communication, Principles of Effective Communication.	Jul 20	8	10	Black board chalk and talk, notes sharing and related videos to watch
02	Written Communication: Business Correspondence: Its need-Functions and Kinds of letters. Essentials of Business letter. Structure of business letter Layout, Form, mechanical Structure and Punctuation etc. Planning of a letter.	Aug 20	12	14	Black board chalk and talk, theory notes sharing and home assignments given
03	Business Correspondence: a) Enquiries and Replies , Orders and Executions, Credit and Status Enquiries, Complaints and Adjustments, Collection letter, Sales and Circular letters. b) Writing application for jobs-Giving Bio-Data (C.V): References -job Interview letter, Correspondence with referees and Appointment letters. c) 1) The Use of you -ATTITUDE in Business Letters; 2) Every letter is a SALES LETTER- as applied to Business Letters. 3) The Good - News and Bad- News letters, the art of handing positive and Negative Situations in drafting Business letters.	Sept 20	12	15	Black board chalk and talk, theory notes sharing and home assignments given
04	Essentials of Effective Oral Communication Meaning, Merits and limitations of the following. FACE-TO -FACE COMMUNICATION• VISUAL AID-AUDIO-VISUAL COMMUNICATION •SILENCE AS A MEANS OF COMMUNICATION •BODY LANGUAGE -Simple postures and gestures.	Oct 20	12	12	Black board chalk and talk, theory notes sharing and home assignments given
05	Report Writing: Meaning -Importance and Types of Business Reports. Essentials of a Good Report, Preparing a Report, Forms of Report: i) Letter Form ii) Memorandum Form iii) Letter-text combination form Reports by individuals and committees.	Nov 20	10	10	Black board chalk and talk, theory notes sharing and home assignments given

Anupama K
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Department of Commerce

Academic Year: 2020-2021

Course: **RETAIL MANAGEMENT**

Name of the Faculty: **Anupama K**

Semester: **III Sem**



Unit no.	Title of the Chapters & Descriptions	Period/ month	No. of hours Alotted	No. of Hours Taken	Teaching Pedagogy /Methodology adopted
01.	Introduction, meaning, definitions origin of retailing. The present Indian retail scenario. Factors affecting the growth of retailing in India. Types and functions of retailing. Consumer buying behaviour.	Jul 20	8	10	Black board chalk and talk, notes sharing and related videos to watch
02	Retailing Strategy: Strategic planning process – Factors to be considered in retail planning. Designing the organization structure for retail firm. Importance of human resources in retail. C R M in retail management	Aug 20	12	14	Black board chalk and talk, theory notes sharing and home assignments given
03	Pricing and Promotion in Retail: Factors affecting retail pricing – Approaches for second pricing. Retail promotion:– promotion Mix, Need and objectives of promotion mix in retailing.	Sept 20	12	15	Black board chalk and talk, theory notes sharing and home assignments given
04	Merchandise Management: Merchandise planning – sources of Merchandise – category management – Buying systems to stores. Allocation of Merchandise.	Oct 20	12	12	Black board chalk and talk, theory notes sharing and home assignments given
05	Store Management and Location strategies: Objectives of good store design – store lay out – space planning – merchandise presentation techniques and atmosphere. Factors affecting the selection of location. Types of location.	Nov 20	10	10	Black board chalk and talk, theory notes sharing and home assignments given

Ask
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