

Minutes of Guidelines Meeting

B.Com (Hons) - Generic Elective – Communication in Management

B. Com (Hons) - Generic Elective Course – GE 2.1

Organised jointly by

Shaheed Bhagat Singh College (M) & Department of Commerce, Delhi School of Economics

University of Delhi

Date: 18th March 2025

Time: 5:00 PM

Venue: Google Meet Platform

Meeting Link: <https://meet.google.com/eon-otdv-tfe>

Minutes of the Meeting

An online meeting was held on 18th March 2025, Tuesday at 5:00 PM via Google Meet Platform to prepare the Guidelines for the Generic Elective paper titled "Communication in Management" GE – 2.1 of Semester-II, jointly organised by Shaheed Bhagat Singh College (M) and the Department of Commerce, Delhi School of Economics, University of Delhi.

10 Faculty members from different colleges teaching this paper attended the meeting. The meeting was convened by Ms. Subathra V, Assistant Professor, Department of Commerce, Shaheed Bhagat Singh College (M) and presided over by the Department representative, Dr Purushottam Kumar Arya, Assistant Professor, Department of Commerce, Delhi School of Economics, University of Delhi. The syllabus was discussed, and the following guidelines were finalised for teachers and examiners with the consent of everyone present. The following members were present in the online meeting:

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|---------------------------|--|
| Ms. Subathra V | Shaheed Bhagat Singh College, University of Delhi |
| Dr Purushottam Kumar Arya | Department of Commerce, Delhi School of Economics, University of Delhi |
| Mr. Abhishek Kumar Yadav | Shri Ram College of Commerce |
| Dr. Namita Aggarwal | Gargi College, University of Delhi |
| Dr Meenu Chopra | Sri Guru Gobind Singh College of Commerce, University of Delhi |
| Mrs Satvinder Kaur | S G T B Khalsa College |
| Ramanbir Bindra | Gargi College |
| Akshay Mishra | College Of Vocational Studies |
| Dr. Megha Jain | Shyam Lal College |
| Mr. Pankaj Gusain | Ramanujan College |
| Sheetal Aggarwal | |

The weightage for the units was decided as below:

| Unit | Weightage of Marks in % | Weightage of Marks | Teaching Hours |
|--|------------------------------------|-------------------------------|---------------------------|
| Unit 1: Introduction to Communications | 20% | 18 Marks | 9 Hours |
| Unit 2: Listening | 10% | 9 Marks | 9 Hours |
| Unit 3: Spoken Communication & Written Communication | 20% | 18 Marks | 9 Hours |
| Unit 4: Group Discussion & Interviews | 20% | 18 Marks | 9 Hours |
| Unit 5: Meetings, E-Mail, Business Reports and Proposals | 20% | 18 Marks | 9 Hours |
| ** The remaining 10% weightage (9 Marks) is allotted to case study/situation-based questions that could be covered from the entire syllabus | | | |

The Unit wise allocation of marks was decided as below:

| Unit | Detailed Topics | Distribution of Marks |
|---|--|----------------------------------|
| Unit 1: Introduction to Communications | Meaning and Objectives of Communication, Process of Communication, Forms of Communication: Formal and Informal, Upward, Downward, Diagonal and Lateral Barriers to Effective Communication and overcoming them. Role of a Manager. Effectiveness in Managerial Communication. Grapevine Communication Role of Verbal and Non-Verbal Communication; Interpreting Non-Verbal Communication | 18 Marks |
| Unit 2: Listening | Meaning and Objectives of Listening, Features of a Good Listener. Analysing poor listening | 9 Marks |

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| | Effective listening skills and barriers to effective listening | |
| Unit 3: Spoken Communication & Written Communication | Oral Presentation: Planning, Structuring and Delivering presentation. Handling queries. Challenges and etiquettes associated with Telephonic, web-conferencing and Teleconferencing communication. Written Communication: Principles and Steps of Effective Writing. Seven Cs of Letter Writing. Business Letters: Inquiries, Placing orders, Sales Letters, Job Applications and Resumes, Memos. | 9 Marks |
| | | 9 Marks |
| | | 3 Marks for Practical/Application based questions from the entire unit |
| Unit 4: Group Discussion & Interviews | Group Discussion: Nature, forms and classification of Groups. Role of Managers in Group Discussions. Effective group decision-making. Group Conflict Interviews: Interviewing, Nature and Types of Interviewing Questions. Verbal and Non-Verbal aspects of interviewing. Types of Interviews: Structured and unstructured; Group and Depth | 9 Marks |
| | | 9 Marks |
| | | 3 Marks for Practical/Application based questions from the entire unit |
| Unit 5: Meetings, E-Mail, Business Reports and Proposals | Meetings: Planning and Conducting Meetings. Meeting Process. Ways to effectively lead a meeting. Evaluating meetings and drafting minutes of meeting. E-Mail, Business Reports and Proposals: E-Mail Etiquettes, smartness and presentation. Business Reports and Proposals: Writing and Purpose. | 9 Marks |
| | | 9 Marks |
| | | 3 Marks for Practical/Application |

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| | | based questions from the entire unit |
| <p><i>**Short Cases/Situation questions can be asked from the entire syllabus for 9 marks. The topics for case-based questions can include the following:</i></p> <ol style="list-style-type: none"> 1. Listening/Barriers to listening 2. Dealing with rumour/Grapevine communication 3. Communication Styles 4. Barriers to Communication 5. Interpreting Non-Verbal communication 6. Communication Etiquettes 7. Presentation Skills 8. Interviews 9. Virtual Communication | | |

Exam Structure and Marking Scheme:

- The question paper should be a combination of application-based questions and theoretical questions.
- The paper should consist of 5 questions
- Questions 1-4 will carry 18 marks each. Each question should offer an internal choice.
- There will be one case study-based or situation-based question strictly limited to the topics mentioned in the syllabus. Question 5 will be a case-based question
- The practical/application-based questions in Units 3, 4 and 5, which have been allocated 3 marks each could be a sub-part of any question from those units
- The paper-setting board must design the Question Paper and marking Scheme to ensure objective and consistent evaluation throughout the assessment process.
- The Question Paper must adhere strictly to the prescribed guidelines.
- It has been decided that faculty members teaching this subject will use a common pool of short cases and practical exercises that will be shared in the subject WhatsApp group

Assessment Method:

- There shall be three credit hours for lectures and one credit hour for tutorials (one per group).
- The theory exam shall carry 90 marks, an Internal Assessment of 30 Marks and a Continuous Assessment of 40 Marks.
- The Internal Assessment is further divided as follows:

- Class Test – 12 Marks
- Assignment – 12 Marks
- Attendance – 6 Marks
- The Continuous Assessment component is further divided as follows:
 - Project Work, Classroom Activity, Simulation Exercises, Role-Play, Case Study Analysis – 35 Marks
 - Attendance – 5 Marks
- The theory exam will be for 3 hours.

The guidelines were unanimously agreed upon by all present, including the representative from the Department of Commerce. Ms Subathra V presented the vote of thanks, extending her gratitude to Dr Purushottam Kumar Arya, the Department Representative, Dr Sonal Thukral, Associate Professor and Coordinator: Department - College Interface, Department of Commerce, Delhi School of Economics, and all participants from various colleges of the University of Delhi.



Dr. Purushottam Kumar Arya
Assistant Professor
Representative Department of Commerce
Delhi School of Economics
University of Delhi



Ms. Subathra V
Assistant Professor
Department of Commerce
Shaheed Bhagat Singh College
University of Delhi