



Malad Kandivli Education Society's

## NAGINDAS KHANDWALA COLLEGE

OF COMMERCE, ARTS & MANAGEMENT STUDIES  
AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3<sup>rd</sup> cycle) by NAAC with 'A' Grade)  
ISO 9001 : 2015 Certified

Autonomous (2016-17)

Educational Excellence Award By Indus Foundation, U.S.A.  
IMC Ramkrishna Bajaj National Quality Commendation Certificate

Providing Syllabus copy of the courses highlighting the focus on employability/  
entrepreneurship/ skill development along with their course outcomes.

Sr. No.	Courses	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	Bachelor of Commerce (B.COM)	✓	✓	✓	✓	✓	5
2	Bachelor of Arts (B.A)	✓	✓	✓	✓	✓	5
3	Bachelor in Management Studies- (BMS)	✓	✓	✓	✓	✓	5
4	Bachelor of Commerce (Accounts and Finance)- BAF	✓	✓	✓	✓	✓	5
5	Bachelor of Commerce (Banking and Insurance)-BBI	✓	✓	✓	✓	✓	5
6	Bachelor of Commerce (Financial Markets)- BFM	✓	✓	✓	✓	✓	5
7	Bachelor of Science - Information Technology (B.Sc IT)	✓	✓	✓	✓	✓	5
8	Bachelor of Science- Computer Science(B.Sc CS)	✓	✓	✓	✓	✓	5
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	✓	✓	✓	✓	✓	5
10	Bachelor of Management Studies- Sports Management (BMS-SM)	X	X	✓	✓	✓	3
11	B. Com. Honours in Actuarial Studies	X	X	X	✓	✓	2
12	B.A. Honours in Apparel Design and Construction	X	X	X	✓	✓	2
13	B. Com. Honours in International Accounting	X	X	X	✓	✓	2
14	Bachelor of Management Studies- E commerce operations	X	X	X	X	✓	1
15	B.Sc. (Honours) in Integrative Nutrition & Dietetics	X	X	X	X	✓	1
16	BBA in Tourism and Travel Management	X	X	X	X	✓	1
17	B.Sc. in Interior Design	X	X	X	X	✓	1
18	Master Of Commerce-(M.COM)- Accountancy	✓	✓	✓	✓	✓	5
19	Master Of Commerce-(M.COM)- Management						
20	Master of Arts (Economics)	✓	✓	✓	✓	✓	5
21	Master of Arts (Geography)	✓	✓	✓	✓	✓	5
22	Master of Arts (Psychology)	X	X	X	✓	✓	2
23	Master of Science (Information Technology) (M.Sc IT)	✓	✓	✓	✓	✓	5
24	Master's Degree - Sports Management (MSM)	X	X	✓	✓	✓	3
25	Master of Science (Geo-informatics) (M.Sc GeoInformatics)	X	X	X	X	✓	1
							84

*Moushumi Datta*

Prof. (Dr.) Moushumi Datta  
I/c. Principal

①

**NAGINDAS KHANDWALA COLLEGE**  
**DEPT OF ENGLISH**

**Business Communication – I**

**(for the academic year 2016-17)**

**Learning Objectives:**

1. To enable the learners to identify the different components of Effective Communication and list the various Barriers to Communication.
2. To enable the learners to analyse the given context and accordingly compose the required message without any errors.
3. To equip learners with the tools required for distinguishing between clear and ambiguous communication.

**Course Outcomes:**

1. List and explain the different concepts, types, characteristics and overall importance of Effective Communication while identifying the Barriers to Communication. (Remember and Understand)
2. Formulate the appropriate form and content of the required piece of communication relevant to their current academic life and their future corporate life. (Create)
3. Recognise and identify as well as apply the rules of Standard English, while discarding unnecessary jargon. (Remember and Apply)



**PRINCIPAL**

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 084

## Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Business Correspondence	15
3	Language and Writing Skills	15
<b>Total</b>		<b>45</b>

**Note:**

One tutorial per batch per week in addition to number of lectures stated above

### Detailed Syllabus

Sr. No.	Modules / Units – Sem I
1	<p><b>Theory of Communication (Employability)</b></p> <ol style="list-style-type: none"> <li><b>1. Concept of Communication:</b> Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class) Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world</li> <li><b>2. Impact of Technology Enabled Communication:</b> Types – Internet, Blogs, E – Mail, Moodle, Social Media ( Facebook, Twitter &amp; Whats'App Advantages &amp; Disadvantages</li> <li><b>3. Communication at Workplace:</b> Channels - Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine, Methods – Verbal / Non Verbal (including Visual), Business Etiquettes</li> <li><b>4. Business Ethics:</b> Ethics at workplace - Importance of Business Ethics Personal Integrity at the workplace Business Ethics and media Computer Ethics Corporate Social Responsibility</li> <li><b>5. Problems in Communication /Barriers to Communication:</b></li> </ol>

2

	<p>Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers, Ways to Overcome these Barriers</p> <p><b>6. Listening:</b> Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills</p>
2	<p><b>Business Correspondence (Employability)</b></p> <p><b>1. Theory of Business Letter Writing:</b> Parts, Structure, Layouts-Full Block, Principles of Effective Letter Writing, Principles of effective E - mail Writing</p> <p><b>2. Personnel Correspondence:</b> Statement of Purpose, Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (To be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation</p>
3	<p><b>Language and Writing Skills (Employability and Skill development)</b></p> <p><b>1. Commercial Terms used in Business Communication (to be only discussed)</b></p> <p><b>2. Paragraph Writing:</b> Developing an idea, using appropriate linking devices, etc Cohesion and Coherence etc</p> <p><b>3. Tutorials Activities</b> Speaking Skills, Writing Skills, Remedial Grammar, Soft Skills – EQ, Conflict Management, Time Management (Students may be asked to make a Power Point Presentation on any topic of their choice in order to enhance LSRW – Listening / Speaking/ Reading / Writing)</p>



**PRINCIPAL**

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064

### Recommended Reading List

- Agarwal, Anju D (1989) *A Practical Handbook for Consumers*, IBH.
- Alien, R.K. (1970) *Organisational Management through Communication*.
- Ashley, A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Aswalthapa, K (1991) *Organisational Behaviour*, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) *Effective Credit Management*, MMC School of Management, Mumbai.
- Bahl, J.C. and Nagamia, S.M. (1974) *Modern Business Correspondence and Minute Writing*.
- Balan, K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon New Delhi.
- Bangh, L Sue, Fryar, Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) *Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager*
- Barkar, Alan (1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
- Basu, C.R.(1998) *Business Organisation and Management*, T.M.H. New Delhi.
- Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
- Bhargava and Bhargava(1971) *Company Notices, Meetings and Regulations*
- Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
- Bovee Courtland, L and Thrill, John V(1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) *Management Today- Principles and Practices*. T.M.H., New Delhi.
- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
- Dayal, Ishwar (1981) *Managing Large Organizations: A Comparative Study*.
- Drucher, P.F.(1970) *Technology, Management and Society*, Pan Books London.
- Drucher, P.F.(1974) *Management Responsibilities Practices*, Heinemann, London. 22. Eyre, E.C. (1985) *Effective Communication Made Simple*, Rupa and Co. Calcutta.
- Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.
- Fisher Dalmar, (1999), *Communication in Organisation*, Jaico Pub House, Mumbai, Delhi.
- Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, New Delhi.
- Fritzsche, David J (2005) *Business Ethics: A Global and Managerial Perspective* McGraw Hill
- Garlside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd. Plymouth.
- Ghanekar, A (1996) *Communication Skills for Effective Management*. Everest Publishing House, Pune.
- Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
- Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly Response Books 32*.
- Gupta, Dipankar (2006) *Ethics Incorporated: Top Priority and Bottom Line Response Books*
- Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
- Lesikar, Raymond V and Petit, John D. (1994) *Business Communication: Theory and Application*, Richard D. Irwin Inc. Illinois.

  
PRINCIPAL

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064

## Reference Books

- Ludlow, Ron. (1995) *The Essence of Effective Communication*, Prentice, New Delhi.
- M. Ashraf, Rizvi (2006) *Effective Technical Communication* Tata McGraw Hill
- Martson, John E. 1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
- Majumdar, P.K. (1992) *Commentary on the Consumer protection Act*, Prentice, New Delhi.
- McQuail, Denis (1975), *Communication*, Longman.
- Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York. 41. Mishra Rajiv K (2006) *Code of Conduct for Managers* Rupa Company
- Monippalli, M.M. (1997), *The Craft of Business Letter Writing*, T.M.H. New Delhi.
- Montagu, A and Matson, Floyd (1979) *The Human Connection*, McGraw Hill, New York.
- Murphy, Herta and Hilde Brandt, Herbert W (1984) *Effective Business Communication*, McGraw Hill, New York.
- Parry, John (1968) *The Psychology of Human Communication*.
- Parson, C.J. and Hughes (1970) *Written Communication for Business Students*, Great Britain.
- Peterson, Robert A and Ferrell, O.C (2005) *Business Ethics: New Challenges for Business Schools and Corporate Leaders* Prentice Hall of India Pvt., Ltd
- Phillip, Louis V. (1975) *Organisational Communication- The Effective Management*, Columbus Grid Inc.
- Ross, Robert D. (1977) *The Management of Public Relations*, John Wiley and Sons, U.S.A.
- Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) *Business Ethics: Concepts and Cases* Tata McGraw Hill Public Company Limited
- Shekhar, R.C (1997) *Ethical Choices in Business Response Books*
- Stephenson, James (1988) *Principles and Practice of Commercial Correspondence*, Pilman and Sons Ltd. London.
- Shurter, Robert L. (1971) *Written Communication in Business*, McGraw Hill, Tokyo
- *Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature Like – Malala Yousafzai, Richard Bach: Illusions, Radhakrishnan Pillai: Corporate Chanakya, Sun Tzu: The Art of War, Eliyahu M. Goldratt : The Goal , Eliyahu M. Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph. D, Harry Paul, John Christen: Fish, Sudha Murthy: Wise and Otherwise , Arindam Choudhary: Count Your Chickens Before They Hatch , George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire, Ignited Minds [N.B.: These are only indicative and not prescriptive.]*

-----

2

# University of Mumbai

## Bachelor of Commerce (B.Com) Programme

### SYLLABUS FOR F Y B COM COM-I SEM-I

Implemented from Academic Year- 2016-2017

*Faculty of Commerce*



**PRINCIPAL**

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(MUMBAI)

MALAD (W), MUMBAI - 400 064

# B.Com Programme

## Commerce I

### Learning Objectives:

1. To understand the concept of business and types of business objectives
2. To be able to recognise aspects of business environment and its classification
3. To apply knowledge of business to start a new business
4. To analyse the roles of entrepreneurs and government in business

### Course Outcomes:

CO1 Learners are able to understand concept of business and learn about types of business objectives.

(Level: Knowledge)

CO2 Learners are able to grasp the aspects of business environment and its classification

(Level: Comprehension)

CO3 Learners are able to apply the knowledge to start a new business

(Level: Application)

CO4 Learners are able to analyse the roles of entrepreneurs and government in establishing new business (Level: Analysis)

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business	12
2	Business Environment	11
3	Project Planning	12
4	Entrepreneurship	10
Total		45

  
PRINCIPAL

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)

MALAD (W), MUMBAI - 400 064



### Detailed Syllabus

Sr. No.	Modules / Units
1	<p><b>Business</b></p> <p><b>Introduction:</b> Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.</p> <p><b>Objectives of Business:</b> Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.</p> <p><b>New Trends in Business:</b> Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p>
2	<p><b>Business Environment</b></p> <p><b>Introduction:</b> Concept and Importance of business environment, Inter-relationship between Business and Environment</p> <p><b>Constituents of Business Environment:</b> Internal and External Environment, Educational Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.</p>
3	<p><b>Project Planning</b></p> <p><b>Introduction:</b> Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance</p> <p><b>Business Unit Promotion:</b> Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p><b>Statutory Requirements in Promoting Business Unit:</b> Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions</p>
4	<p><b>Entrepreneurship (Entrepreneurship)</b></p> <p><b>Introduction:</b> Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur</p> <p><b>The Entrepreneurs:</b> Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</p> <p><b>Women Entrepreneurs:</b> Problems and Promotion.</p>



**PRINCIPAL**

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064

**NAGINDAS KHANDWALA COLLEGE**  
**DEPT OF ENGLISH**

**Business Communication II**  
**(for the academic year 2016-17)**

**Modules at a Glance**

Sr. No	Modules	No. of Lectures
1	Group Communication	16
2	Formal Interpersonal Communication	07
3	Business Correspondence	12
4	Writing	06
5	Editing	04

**Note:**

*One tutorial per batch per week in addition to number of lectures stated above*

**Learning Objectives:**

1. To enable the learners to identify the use of the English Language for contemporary academic and corporate needs, with a focus on Group Communication and Business to Business Level of Communication.
2. To enable the learners to evaluate a Public Relations Crisis and design the best Communication Strategy to remedy the situation.
3. To enable the learners to recognize the different types of interviews they could face in their career, and to help them memorize the advantages and disadvantages of using interviews as a selection tool.
4. To enable learners to design the appropriate format of communication without any errors.
5. To enable learners to design formal reports and summaries as and when required.



**PRINCIPAL**

1  
NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064

### Course Outcomes:

After the successful completion of the course the learners will be able to:

1. List and explain the different forms of communication that they will encounter in their academic and corporate life. (Remember and Understand)
2. Differentiate between the various functions of Public Relations and explain the various ways it could avert or remedy a crisis. (Analyse)
3. Distinguish between the different types of interviews and their relevance in the corporate world. (Analyse)
4. Formulate the appropriate form and content of the required piece of communication relevant to their current academic life and their future corporate life. (Create)
5. Create formal reports and summaries in the context of Corporate Communication. (Create)

### Detailed Syllabus

Sr. No	Modules/Units –Sem II
1	<b>Group Communication (Employability and Skill development)</b> <b>Group Discussion:</b> Importance of Group Discussion, Role of the Leader in a Group Discussion <b>Meetings:</b> Need and Importance, Conduct of Meetings and Group Dynamics, Role of the Chairperson and the Participants, Drafting of Notice, Agenda and Resolutions <b>Conference:</b> Meaning and Importance, Organising a Conference
2	<b>Public Relations (Employability)</b> Meaning, Functions, External and Internal Measures of PR
3	<b>Formal Interpersonal Communication (Employability and Skill development)</b> <b>Interviews:</b> Preparing for an Interview, Types of Interviews - Selection, Appraisal, Reprimand, Promotion, Grievance, Exit, Psychometric
4	<b>Business Correspondence (Employability, Entrepreneurship and Skill development)</b> <b>Trade Letters:</b> Inquiry, Order, Credit & Status Enquiry, Collection, Complaints, Claims, Adjustments, Sales Letter, Consumer Grievance and Redressal, RTI, Leaflets and Fliers, Designing a Webpage (Landing Page) on the lines (size) of a Flier
5	<b>Writing (Employability and Skill development)</b> <b>Reports:</b> Parts, Types: Feasibility and Investigative Reports <b>Summarisation</b>

  
PRINCIPAL

### Recommended Reading List

- Agarwal, Anju D (1989) *A Practical Handbook for Consumers*, IBH.
- Alien, R.K. (1970) *Organisational Management through Communication*.
- Ashley, A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Aswalthapa, K (1991) *Organisational Behaviour*, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) *Effective Credit Management*, MMC School of Management, Mumbai.
- Bahl, J.C. and Nagamia, S.M. (1974) *Modern Business Correspondence and Minute Writing*.
- Balan, K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon New Delhi.
- Bangh, L Sue, Fryar, Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) *Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager*
- Barkar, Alan (1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
- Basu, C.R.(1998) *Business Organisation and Management*, T.M.H. New Delhi.
- Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
- Bhargava and Bhargava(1971) *Company Notices, Meetings and Regulations*
- Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
- Bovee Courtland,L and Thrill, John V(1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) *Management Today- Principles and Practices*. T.M.H., New Delhi.
- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
- Dayal, Ishwar (1981) *Managing Large Organizations: A Comparative Study*.
- Drucher, P.F.(1970) *Technology, Management and Society*, Pan Books London.
- Drucher, P.F.(1974) *Management Responsibilities Practices*, Heinemann, London. 22. Eyre, E.C. (1985) *Effective Communication Made Simple*, Rupa and Co. Calcutta.
- Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.
- Fisher Dalmar, (1999), *Communication in Organisation*, Jaico Pub House, Mumbai, Delhi.
- Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, New Delhi.
- Fritzsche, David J (2005) *Business Ethics: A Global and Managerial Perspective* McGraw Hill
- Garlside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd. Plymouth.
- Ghanekar, A (1996) *Communication Skills for Effective Management*. Everest Publishing House, Pune.
- Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
- Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly Response Books 32*.Gupta, Dipankar (2006) *Ethics Incorporated: Top Priority and Bottom Line Response Books*
- Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
- Lesikar, Raymond V and Petit, John D. (1994) *Business Communication: Theory and Application*, Richard D. Irwin Inc. Illinois.



**PRINCIPAL**

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT SCIENCES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064

## Reference Books

- Ludlow, Ron. (1995) *The Essence of Effective Communication*, Prentice, New Delhi.
- M. Ashraf, Rizvi (2006) *Effective Technical Communication* Tata McGraw Hill
- Martson, John E. (1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
- Majumdar, P.K. (1992) *Commentary on the Consumer protection Act*, Prentice, New Delhi.
- McQuail, Denis (1975), *Communication*, Longman.
- Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York. 41. Mishra Rajiv K (2006) *Code of Conduct for Managers* Rupa Company
- Monippalli, M.M. (1997), *The Craft of Business Letter Writing*, T.M.H. New Delhi.
- Montagu, A and Matson, Floyd (1979) *The Human Connection*, McGraw Hill, New York.
- Murphy, Herta and Hilde Brandt, Herbert W (1984) *Effective Business Communication*, McGraw Hill, New York.
- Parry, John (1968) *The Psychology of Human Communication*.
- Parson, C.J. and Hughes (1970) *Written Communication for Business Students*, Great Britain.
- Peterson, Robert A and Ferrell, O.C (2005) *Business Ethics: New Challenges for Business Schools and Corporate Leaders* Prentice Hall of India Pvt., Ltd
- Phillip, Louis V. (1975) *Organisational Communication- The Effective Management*, Columbus Grid Inc.
- Ross, Robert D. (1977) *The Management of Public Relations*, John Wiley and Sons, U.S.A.
- Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) *Business Ethics: Concepts and Cases* Tata McGraw Hill Public Company Limited
- Shekhar, R.C (1997) *Ethical Choices in Business Response Books*
- Stephenson, James (1988) *Principles and Practice of Commercial Correspondence*, Pilman and Sons Ltd. London.
- Shurter, Robert L. (1971) *Written Communication in Business*, McGraw Hill, Tokyo
- Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature Like – Malala Yousafzai, Richard Bach: *Illusions*, Radhakrishnan Pillai: *Corporate Chanakya*, Sun Tzu: *The Art of War*, Eliyahu M. Goldratt : *The Goal* , Eliyahu M. Goldratt: *It's Not Luck* , Spencer Johnson: *Who Moved My Cheese*, Stephen Lundein, Ph. D, Harry Paul, John Christen: *Fish*, Sudha Murthy: *Wise and Otherwise* , Arindam Choudhary: *Count Your Chickens Before They Hatch* , George Orwell: *Animal Farm*, Dr. Abdul Kalam: *Wings of Fire*, *Ignited Minds* [N.B.: These are only indicative and not prescriptive.]



**PRINCIPAL**

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(MUMBAI CAMPUS)  
MALAD (W), MUMBAI - 400 084