



PROGRAM	BCOM in BFSI (Banking, Financial Services & Insurance)
SEMESTER	4
COURSE TITLE	Business Communication-IV
COURSE CODE	04BC0457
COURSE CREDITS	2
COURSE DURATION	30 Hours

COURSE OUTCOMES: After Completion of the course, Students will be able to:

- Demonstrate professional writing skills required for internal and external business communication in BFSI.
- Apply effective communication strategies while interacting with clients, investors, and customers across various platforms.
- Develop persuasive, concise, and compliant written and verbal communication for banking and financial services contexts.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Professional Writing & Business Drafting <ul style="list-style-type: none"> • Formal Emails, Memos, and Circulars • Drafting Business Proposals & Reports • Resume & Cover Letter Writing • Email Etiquette & Instant Messaging for Business • LinkedIn Profile Creation • Compliance and Legal Writing in BFSI • Press Releases & Executive Summaries • Case Study: Email audit of a BFSI sales team for compliance errors 	15
II	Communication for BFSI Professionals <ul style="list-style-type: none"> • Communication with Clients & Investors • Pitching Financial Products • Conflict & Negotiation Skills • Customer Handling in Call Centers • Handling Difficult Customers & Objection Handling • Virtual Communication & Remote Selling • Public Speaking for Financial Seminars • Case Study: Call script analysis of loan collections team 	15

EVALUATION:

The students will be evaluated on a continuous basis and broadly the scheme given below will be followed:

	Particulars	Weight age
A	CSE (Cumulative Semester Evaluation)	20
B	IA (Internal Assessment)	30
C	End Semester Evaluation-Theory	50

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
1	Shirley Taylor	Model Business Letters, Emails and Other Business Documents	Pearson Education	7th Edition , 2022
2				

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
1	Courtland L. Bovee & John V. Thill	Business Communication Today	Pearson	9th Edition , 2020