



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from December - 2024

Bachelor of Commerce (B. Com.)

Semester – II

Course Code	UB02AECOM01	Title of the Course	English & Business Communication - II
Total Credits of the Course	02	Hours per week	02

Course Objectives:	<ol style="list-style-type: none">1) To introduce the learner to the basic concepts of business communication.2) To help to understand the process of communication to ensure suitability of application of the learner to situations within and outside the organization.3) To make the learner proficient in the use of the English language.4) To acquaint the learner with obvious advantages of E-mail Communication.5) To help the learner to achieve competence in the use of talk tactics.
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Course Content		
Unit No.	Description	Weightage (%)
1)	Introducing Business Communication: <ul style="list-style-type: none">• Concept, Definitions and Attributes of Communication• Importance of Communication in Business• The Process of Communication (Communication Cycle)• Talk Tactics• The Commandments of Effective Communication (General questions/short notes may be asked)	50%
2)	A. Business Writing - E-mail: <ul style="list-style-type: none">• Introduction• The Language of E-mails• Golden Rules of Effective E-mails• Netiquette for Online Communication• Forwarding E-mails• E-mail attachments	50%



	<p>B. Writing Effective E-mails about:</p> <ul style="list-style-type: none"> • Inquiry • Reply to inquiry • Wrong supply of goods • Supply of damaged goods • Placing order • Execution of order • Cancellation of order. <p>(General questions/short notes may be asked)</p>	
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1)	Class Test (at least one)	15 (30%)	10 (40%)
2)	Quiz (at least one)	15 (30%)	05 (20%)
3)	Active Learning	05 (10%)	----
4)	Home Assignment	05 (10%)	05 (20%)
5)	Class Assignment	05 (10%)	----
6)	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Communicate effectively in different contexts, both verbally and in writing, with different stakeholders, including colleagues, superiors, and customers.
2)	Build positive and productive relationships with colleagues and stakeholders through active listening, empathy, and conflict resolution.
3)	Demonstrate effective leadership skills, including motivating and influencing others, setting goals and expectations, and providing feedback.
4)	Present themselves professionally through effective communication, including dress, body language, and etiquette.
5)	Apply the concepts of business writing in drafting effective e-mails.

Sr. No.	Suggested References:
1)	Essentials of Business Communication-Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
2)	Principles and Practice of Business Communication - Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3)	Business Communication-US Rai& SM Rai (Himalaya Publishing House, Mumbai)
4)	Developing Communication Skills - Krishna Mohan & Meera Benerji (Macmillan) Effective Business Communication - Asha Kaul (Prentice Hall-Economy Edition)
5)	Effective Business Communication-MV Rodriques (Concept Publishing House)
6)	Business Communication-Meenakshi Raman & Prakash Singh (Oxford University Press)
7)	Business Communication - Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
8)	Business Communication and Report Writing -RP Sharma and Krishna Mohan (Tata Megraw Hill 2002)

On-Line Resources to be used as and when required.