



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 June - 2025

Bachelor of Commerce (B. Com.)

Semester – III

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|-----------------------------|-------------|---------------------|----------------------------|
| Course Code | UB03AECOM01 | Title of the Course | Commercial Communication-I |
| Total Credits of the Course | 02 | Hours per week | 02 |

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| Course Objectives: | <ol style="list-style-type: none">1) To develop proficiency in various forms of communication including verbal, non-verbal, written, oral, and visual communication for effective business interactions.2) To analyze the merits and limitations of different communication modes and apply appropriate strategies for clear, professional, and impactful corporate communication.3) To expose the learners to creative writing in English with a view to enhancing their ability to use the language for practical and professional purposes.4) To acquaint the learners with the skills necessary to draft effective press reports with precision and clarity |
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| Course Content | | |
|----------------|--|---------------|
| Unit No. | Description | Weightage (%) |
| 1 | Communication <ul style="list-style-type: none">• Introduction to Verbal, Non-Verbal and other Media of Communication• Written Communication: Merits and Limitations• Oral Communication: Merits, Limitations and Essentials• Face-to-Face Communication• Visual Communication (General questions/short notes may be asked) | 50% |
| 2 | Press Reports (Drafting of Press reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events) | 50% |



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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 |
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| 1) | Utilize different forms of communication, including verbal, non-verbal, written, oral, and visual methods, to convey messages effectively. |
| 2) | Assess and apply suitable communication techniques to ensure clarity, professionalism, and impact in business settings. |
| 3) | Apply creative writing techniques to produce clear, engaging, and professional content for various practical purposes. |
| 4) | Draft precise and well-structured press reports that effectively communicate information with clarity and impact. |

| Sr. No. | Suggested References: |
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| 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) |
| 5) | Effective Business Communication - Asha Kaul (Prentice Hall - Economy Edition) |
| 6) | Business Communication - Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi) |
| 7) | Effective Business Communication - MV Rodriques (Concept Publishing House) |
| 8) | Writing with a purpose - Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai) |
| 9) | Business Communication and Report Writing -RP Sharma and Krishna Mohan (Tata Mcgraw Hill 2002) |

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| 10) | Communication Skills - Sanjay Kumar & Pushp Lata (OUP) |
| 11) | Business Communication second edition -Meenakshi Raman and Prakash Signh (Oxford University Press New Delhi) |
| 12) | Business Communication Making Connection in a Digital World -Raymond V Lesikar, Marie E Flately, Kathryn Rentz and Neerja Pande Eleventh Edition (Tata McGraw-Hill New Delhi) |
| 13) | Developing Communication Skills - Krishna Mohan and Meera Banerji, second edition (Macmillan Publishers India Ltd Mumbai) |

On-line resources to be used as and when required