



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 – 2026

Bachelor of Commerce (B. Com.)

Semester – I

Course Code	UBB1AEIBC01	Title of the Course	English & Business Communication – I
Total Credits of the Course	02	Hours per week	02

Course Learning Outcomes: Having completed this course, the learners will be able to

CLO 1	Analyze short stories and construct well-organized responses using appropriate language skills to communicate ideas effectively and confidently.
CLO 2	Apply grammatical rules and select suitable vocabulary for effective communication.

Course Content

Unit No.	Description	Weightage (%)	CLO(s)
1.	Text: A collection of short stories Name of the Text: Prism: An Anthology of Short Stories Section I-Glimpses of the World (Cambridge University Press) • My Thai Cat by Pratoomratha Zeng • The Father by Bjornsterne Bjornsen • God Sees the Truth, but Waits by Leo Tolstoy • The Gift of the Magi by O. Henry • The Weed by Amrita Pritam (Text-based descriptive questions may be asked)	50%	CLO 1

2.	(A) Grammar: - Tenses: Present Simple, Present Progressive, Present Perfect, Present Perfect Progressive, Past Simple, Past Progressive, Past Perfect, and Future Simple - Active-Passive Voice - Prepositions (In, On, At, By, With, About, Between, Among, For, Of) - Concord (Subject-Verb Agreement) (B) Vocabulary: - Prefixes & Suffixes (un-, re-, pre-, dis-, mis-, -ful, -less, -ment, -ness, -ly) - Words Often Confused – 50 Pairs of Words (Refer to the list of words provided after the references.) (Objective-type questions may be asked)	50%	CLO 2
----	---	-----	-------

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.
-------------------------------	---

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

Notes:

- ❖ Multiple Choice Questions will be based on Bloom's Taxonomy Level 1 & 2.
- ❖ Class test and written examination questions will be based on various levels of Bloom's Taxonomy.

CLO-PLO Matrix (Course Learning Outcomes-Programme Learning Outcomes)

CLO	PLO										
	PL 1	PL 2	PL 3	PL 4	PL 5	PL 6	PL 7	PL 8	PL 9	PL 10	PL 11
CLO 1	1	–	2	2	3	2	2	1	2	2	1
CLO 2	–	1	1	1	3	1	1	2	1	2	–

(Scale: 3: Strong, 2: Moderate, 1: Low, ---: No Correlation)

Suggested Learning Material Books:

Sr. No.	Title	Author(s)	Year / Edition	Publisher
1	Prism: An Anthology of Short Stories	Cambridge University Press	2014 1st Edition	Cambridge University Press
2	Essentials of Business Communication	Rajendra Pal & J. S. Korlahalli	2012 11th Revised Edition	Sultan Chand & Sons

3	Principles and Practice of Business Communication	R. A. Doctor & A. H. Doctor	2010 Revised Edition	A. R. Sheth & Company
4	Business Communication	U. S. Rai & S. M. Rai	2016 Revised Edition	Himalaya Publishing House
5	Developing Communication Skills	Krishna Mohan & Meera Banerji	2013 2nd Edition	Macmillan
6	Effective Business Communication	Asha Kaul	2015 2nd Edition	Prentice Hall
7	Business Communication	Asha Kaul	2009 1st Edition	Prentice Hall of India Pvt. Ltd.
8	Effective Business Communication	M. V. Rodrigues	2001 1st Edition	Concept Publishing House
9	Writing with a Purpose	Champa Tickoo & Jaya Sasikumar	2004 14th Edition	Oxford University Press
10	Business Communication and Report Writing	R. P. Sharma & Krishna Mohan	2002 Revised Edition	Tata McGraw Hill
11	Communication Skills	Sanjay Kumar & Pushplata	2011 1st Edition	Oxford University Press
12	Oxford Practice Grammar: Intermediate	John Eastwood	2011 2nd Edition	Oxford University Press

Online Resources (Open Sources)

Sr. No.	Description of Resource	Web Link
1	American Literature – Collection of short stories, classic literature, poems, and learning resources for students	https://americanliterature.com
2	BBC Learning English – Online lessons and resources for English grammar, vocabulary, pronunciation, and communication skills	https://www.bbc.co.uk/learningenglish
3	Project Gutenberg – Free digital library of classic literary works and eBooks in the public domain	https://www.gutenberg.org
4	SWAYAM MOOC – Grammar – Online course on English grammar and language skills offered through the SWAYAM platform	https://onlinecourses.swayam2.ac.in/e-learning/preview/aic21_ge24

List of Words (Vocabulary)		
1	Accept	Except
2	Access	Excess
3	Ascent	Accent
4	Bail	Bale
5	Beside	Besides
6	Boast	Boost
7	Born	Borne
8	Bought	Brought
9	Breath	Breathe
10	Bridal	Bridle
11	Carton	Cartoon
12	Caste	Cast
13	Cite	Site
14	Coast	Cost
15	Complement	Compliment
16	Confident	Confidant
17	Congenial	Congenital
18	Damage	Damages
19	Dear	Deer
20	Decease	Disease
21	Defer	Differ
22	Deprecate	Depreciate
23	Elicit	Illicit
24	Eligible	Illegible
25	Emigrant	Immigrant
26	Empathy	Sympathy
27	Facilitate	Felicitate
28	Fair	Fare
29	Formerly	Formally
30	Heal	Heel
31	Industrial	Industrious
32	Lead	Led
33	Passed	Past
34	Patrol	Petrol
35	Pray	Prey
36	Principal	Principle
37	Rain	Reign
38	Rays	Raze
39	Right	Write
40	Ring	Wring
41	Role	Roll

42	Route	Rout
43	Soul	Sole
44	Story	Storey
45	Suit	Suite
46	Team	Teem
47	Trial	Trail
48	Vain	Vein
49	Wear	Ware
50	Weather	Whether