



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 2025

Bachelor of Commerce (B. Com.)

Semester – IV

Course Code	UB04AECOM01	Title of the Course	Commercial Communication-II
Total Credits of the Course	02	Hours per week	02

Course Objectives:	<ol style="list-style-type: none">1) To identify and understand the major barriers to communication such as physical, semantic, and socio-psychological obstacles that affect the flow of messages in commercial contexts.2) To explore the impact of these barriers on effective communication and explore strategies to minimize or overcome them for better professional interaction.3) To develop a clear understanding of the nature, importance, process, and types of listening, along with the barriers and guidelines that influence effective communication in the commercial world.4) To cultivate active and critical listening skills that enhance leadership, decision-making, collaboration, and the overall traits of a good listener in professional and business contexts.
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Course Content		
Unit No.	Description	Weightage (%)
1	Barriers to Effective Communication: Physical Barriers, Semantic Barriers, Socio-Psychological Barriers	50%
2	Developing Effective Listening Skills: Introduction, Importance of Listening, Active and Passive Listening, Process of Listening, Advantages of Listening, Types of Listening, Effective and Ineffective Listening Skills, Barriers/Blocks to effective Listening, Guidelines for effective Listening, Role of Listening in Leadership Styles, Profile/Traits of a Good Listener (General questions/short notes may be asked)	50%

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)	Identify and explain the major barriers to communication—physical, semantic, and socio-psychological—that hinder the effective flow of messages in commercial contexts.
2)	Examine the impact of communication barriers and apply strategies to minimize or overcome them for improved professional interaction.
3)	Demonstrate an understanding of the nature, importance, process, and types of listening, including barriers and guidelines that shape effective commercial communication.
4)	Apply active and critical listening skills to enhance leadership, decision-making, teamwork, and the qualities of an effective listener in professional and business contexts.

Sr. No.	Suggested References:
1)	Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
2)	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3)	Business Communication – U S Rai & S M 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 – M V Rodriques (Concept Publishing House)
8)	Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
9)	Business Communication second edition -Meenakshi Raman and Prakash Singh (Oxford University Press New Delhi)
10)	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)
11)	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

