



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	UB04SECOM01	Title of the Course	COMMUNICATION SKILLS IV
Total Credits of the Course	02	Hours per week	02

Course Objectives:	The paper is designed to enhance the communicative skills of the students. It focuses on some theories and detailed tips to improve usage of language effectively.
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Course Content		
Unit No.	Description	Weightage (%)
1.	Group Discussion: <ul style="list-style-type: none">IntroductionDifference between Group Discuss and DebatePersonality Traits to perform well in GDGD as a part of selection process.Importance of Verbal and Non-Verbal Communication in a GDDos and Don'ts of GD	50%
2.	Interview Skills: <ul style="list-style-type: none">IntroductionObjectives of InterviewsProcess of an InterviewTypes of InterviewsImportance of Verbal and Non-Verbal Communication in an InterviewDos and Don'ts of an Interview	50%

Teaching-Learning Methodology	Direct Teaching Method, ICT enabled Teaching, Q&A sessions, Problem Solving Activities, Collaborative & Co-operative Learning, Project, Class Seminar.
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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)	Equip with effective communicative strategies.
2)	Build up self esteem and confidence as a genuine language user.
3)	Develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts.
4)	Increase effective listening ability and reading/comprehending capacity.
5)	Enhance skills of business communications.

Sr. No.	Suggested References:
1)	Business Communication: Techniques and Methods by. Om P. Juneja and Aarti Mujumdar, Orient Blackswan
2)	Technical Communication: Principles and Practice by Meenakshi Raman and Sangeeta Sharma, OUP
3)	Communication Skills by Sanjay Kumar and Pushp Lata, OUP

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	http://nptel.ac.in/course.php