# SARDAR Patel University

Programme: BCOM  
Semester: II  
Syllabus with effect from: November 2011

<table>
<thead>
<tr>
<th>Paper Code: UB02FCOM01</th>
<th>Total Credit: 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title Of Paper:</strong> English and Business Communication - II</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weighting (%)</th>
</tr>
</thead>
</table>
| 1    | **Introducing Business Communication**  
Concept, Definition and Characteristics (Attributes) of Communication  
The Process of Communication (Communication Cycle)  
Objectives of Communication  
(Short notes and objective questions may be asked) | 25 % |
| 2    | **Business Correspondence**  
Structure, format, layout of a business letter (regular parts / occasional parts; essentials / qualities of an effective business letter (correctness, conciseness, clarity, courtesy, coordination, appropriateness, ‘You’ attitude, etc.)  
(Short notes and objective questions may be asked) | 25 % |
| 3    | **Inquiry letters (Requests) and Replies to Inquiries**  
(Letters concerning catalogues, prices, quotations, samples, demonstration, discount, credit, mode of delivery, package, concession, terms of sale, mode of payment, transportation)  
(Drafting of two letters may be asked) | 25 % |
| 4    | **Placing of Orders**  
**Placing of Orders**  
(Letters concerning trial order, routine order, postponing the order, reserving the right to reject the goods, requests for changes in orders already placed, order with conditions attached, cancellation of orders)  
**Execution of Orders**  
(Delay in execution of order, request for extension of time in delivery of goods, partial execution of order, declining the order, offering substitute goods, cancellation of orders)  
(Drafting of two letters may be asked) | 25 % |
Basic Text & Reference Books

- Developing Communication Skills
- by Krishna Mohan and Meera Banerji (Macmillan)
- Effective Business Communication
- by Asha Kaul (Prentice Hall – Economy Edition)
- Principles and Practice of Business Communication
- by Rhoda Doctor and Aspi Doctor (Sheth Publishers Ltd)
- Business Communication
- by Urmila Rai and S M Rai (Himalaya Publishing House)
- Essentials of Business Communication
- by Rajendra Pal and J. S. Korlahalli (Sultan Chand and Sons, New Delhi)
- A Practical English Grammar
- by Thomson and Martinet
- Practical English Usage
- Michael Swan (Amazon.co.uk)
- Oxford Practice Grammar
- by John Eastwood (OUP)