

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar Gujarat  
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))  
Syllabus with effect from the Academic Year 2023-2024

Programme: B Com Semester: II  
Ability Enhancement Course

Course Code	UB02AECOM01	Title of the Course	English & Business Communication–II
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	The programme has been designed to acquaint the learner with the creative use of the English language. It also introduces the learner to the basic concepts and practices of business writing with essentials of writing effectively in the English Language.
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<b>Course Content</b>		
	Description	Weightage
1.	<p><b>Text:</b> A collection of short stories <b>Name of the Text:</b> Prism: An Anthology of Short Stories Section II - A Taste of India (Cambridge University Press)</p> <ol style="list-style-type: none"> <li>1. A Shadow by R. K. Narayan</li> <li>2. The Weed by Amrita Pritam</li> <li>3. Arjun by Mahashweta Devi</li> </ol> <p>(text-based short questions may be asked)</p>	50%
2.	<p><b>Business Writing:</b></p> <p>A). Structure/Format/Layout of a business letter</p> <ul style="list-style-type: none"> <li>• Regular parts- (Letterhead, Date, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature)</li> <li>• Occasional parts-(Reference No., Attention line, Carbon copy notation, Identification initials, Enclosures)</li> <li>• Essentials of good business writing - Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude (Consideration)</li> </ul> <p>A). <b>Business Writing related to Inquiry and Replies to Inquiries.</b></p>	50%





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Teaching- Learning Methodology	<p style="text-align: center;"><b>Learner-centred Instructional methods</b></p> Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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<b>Course Outcomes:</b> After completion of the course, the learner	
1.	<ul style="list-style-type: none"><li>• Evaluates creative use of the English language</li><li>• Applies the concepts of business writing in drafting effective business communication.</li><li>• Appraises an understanding pertaining to the basic concepts of communication.</li></ul>





Sr. No.	References
	<ul style="list-style-type: none"><li>• Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand &amp; Sons)</li><li>• Principles and Practice of Business Communication – Rhoda A Doctor &amp; Aspi H Doctor (AR Sheth&amp; Company, Mumbai)</li><li>• Business Communication – U S Rai&amp; S M Rai (Himalaya Publishing House, Mumbai)</li><li>• Developing Communication Skills – Krishna Mohan &amp; Meera Benerji (Macmillan)</li><li>• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)</li><li>• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)</li><li>• Effective Business Communication – M V Rodriques (Concept Publishing House)</li><li>• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)</li><li>• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)</li><li>• Communication Skills – Sajaykumar, Pushplata (OUP 2011)</li></ul>

On-line resources to be used as and when required.

