

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: V**  
**Syllabus with effect from : JUNE 2016**

<b>Paper Code:</b> UB05FCOM03	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> English and Business Communication-V	

Unit	Description in detail	Weighting (%)
	<b>Text:</b> Justice – by John Galsworthy (Unabridged)	
<b>1</b>	<b>Two text-based essay type questions</b>	<b>25 %</b>
<b>2</b>	<b>Text-based short note</b> <b>Communication</b> <b>Modern forms of communicating</b> fax, e-mail, internet, video conferencing) <b>Non-verbal aspects of communication</b> (Body language: Kinesics, Proxemics, Paralanguage) [general questions, short notes may be asked	<b>8 %</b> <b>17 %</b>
<b>3</b>	<b>Press Reports</b> (Drafting of Press reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events)	<b>25 %</b>
<b>4</b>	<b>Drafting of Questionnaires to survey the following:</b> Marketability/Launching of a new product Habits/Attitudes of college students Socio-economic conditions of a particular class of people	<b>25 %</b>

**Basic Text & Reference Books**

- Essentials of Business Communication - Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication - Rhoda A Doctor & Aspi H Doctor (A R Sheth & Company, Mumbai)
- Business Communication - U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills - Krishna Mohan & Meera Benerjee (Macmillan)
- Effective Business Communication - Asha Kaul (Prentice Hall - Economy Edition)
- Business Communication - Asha Kaul (Prentice Hall of India Pvt. Ltd, New Delhi)
- Effective Business Communication - M V Rodrigues (Concept Publishing House)
- Business Communication and Report Writing - R P Sharma and Krishna Mohan (Tata McGraw Hill 2002)
- Contemporary Business Communication - Scot Ober ( Biztantra)
- Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
- Research Methodology Methods and Techniques C R Kothari ( New Age International Publishers)
- Communication for Business A Practical Approach Shirley Taylor (Pearson Education)



