

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2020

Paper Code: UB05ACOM21	Total Credit: 3
Title Of Paper: English and Business Communication-V	

Unit	Description in detail	Weighting (%)
	Text: A short novel or a play (not more than 200 pages-unabridged) Name of the Text: Justice – by John Galsworthy	
1	Two text-based essay type questions	25 %
2	Text-based short note Communication Modern forms of communicating fax, e-mail, internet, video conferencing) Non-verbal aspects of communication (Body language: Kinesics, Proxemics, Paralanguage) [general questions, short notes may be asked	8 % 17 %
3	Press Reports (Drafting of Press reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events)	25 %
4	Drafting of Questionnaires to survey the following: Marketability/Launching of a new product Habits/Attitudes of college students Socio-economic conditions of a particular class of people	25 %

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)

