

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: I
Syllabus with effect from: June 2011

Paper Code: UB01FCOM01		Total Credit: 3
Title Of Paper: Fundamentals of Communication in English		
Unit	Description in detail	Weighting (%)
1	<p>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)</p> <p>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, 'You' attitude, etc.) (Short notes and objective questions may be asked)</p>	<p>13 %</p> <p>12 %</p>
2	<p>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)</p>	25 %
3	<p>Placing of Orders & Execution 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, orders 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)</p>	25 %
4	<p>Letters of Complaints & Adjustments (Letters concerning delivery of goods (e.g. late delivery of goods), wrong goods, damaged goods, defective goods, inferior quality of goods, shortage in goods { nos and weight }, bad service, insolent behavior)</p>	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)

