

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: IV
Syllabus with effect from : NOVEMBER 2012

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| Paper Code: UB04FCOM01 | Total Credit: 3 |
| Title Of Paper: English and Business Communication - IV | |

| Unit | Description in detail | Weighting (%) |
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| | Text: A short novel or a play (not more than 200 pages-unabridged) | |
| 1 | Essay type questions Short notes (One essay type question and one short note may be asked) | 25 % |
| 2 | Banking Correspondence (Letters concerning opening of accounts, stopping payment of a cheque; dishonoring of cheques; overdrawn accounts, loans and overdraft facilities) (Two letters may be asked) | 25 % |
| 3 | Agency Correspondence (Letters concerning finding an agent, application for agencies; offers of agencies, formal agency agreements, agency commission; working and services of agents, poor sales, termination of agency, friction between the principal and an agent) (Two letters may be asked) | 25 % |
| 4 | Office Memorandum (Letters asking permission, granting permission, refusing permission, seeking explanation, reprimand and warning) Insurance letters Life: (loans against policies; surrender value of policy; lapsing of policies; claims against policies) Fire: (Proposal of policy; issuing cover note; informing the insurance company of the transfer of goods; losses and claims; settling of claims; contesting claims) (Two letters may be asked) | 25 % |

Basic Text & Reference Books

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (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 – MV Rodrigues (Concept Publishing House)

