

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: IV**  
**Revised Syllabus with effect from : NOVEMBER 2019**

<b>Paper Code:</b> UB04ACOM21	<b>Total Credit: 3</b>
<b>Title of Paper:</b> English and Business Communication - IV	

Unit	Description in detail	Weighting (%)
	<b>Text:</b> A collection of short stories <b>GEMS OF WISDOM (Macmillan)</b> An Anthology of Short Stories Part 2 ( Stories 6 – 10)	
<b>1</b>	<b>Essay type questions / Short notes</b> (One essay type question and one short note may be asked)	<b>25 %</b>
<b>2</b>	<b>Banking Correspondence</b> (Letters concerning opening of accounts, stopping payment of a cheque; dishonoring of cheques; overdrawn accounts, loans and overdraft facilities) (Two letters may be asked)	<b>25 %</b>
<b>3</b>	<b>Agency Correspondence</b> ( 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 ) ( <b>Two</b> letters may be asked )	<b>25 %</b>
<b>4</b>	<b>Office Memorandum</b> ( Letters asking permission, granting permission, refusing permission, seeking explanation, reprimand and warning ) <b>Insurance letters</b> 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 ) ( <b>Two</b> letters may be asked )	<b>25 %</b>

**Basic Text & Reference Books (for Semesters III and IV)**

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 (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 Rodriques (Concept Publishing House)

