

SARDAR PATEL UNIVERSITY
Programme: BCOM Semester: IV
Syllabus with effect from : Nov./Dec. 2020

Paper Code: UB04ACOM51	Total Credit: 3
Title of Paper: English and Business Communication - IV	

Unit	Description in detail	Weighting (%)
	Text: A collection of short stories GEMS OF WISDOM (Macmillan) An Anthology of Short Stories Part 2 (Stories 6 – 10)	
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 (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)

