SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year June 2022-2023

Programme: B Com Semester: IV

Course Code	UB04ACOM71	Title of the Course	English & Business Communication IV
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	The programme has been framed to make learner proficient in spoken and written English in the context of the corporate world.

Course Content		
	Description:	Weightage

1.	**Text:** A collection of short stories
	Name of the Text: GEMS OF WISDOM: An Anthology of Short Stories (Macmillan) Part One (Stories 6 – 10)
	    1. The Model Millionaire by Oscar Wilde
	    2. Too Dear by Leo Tolstoy
	    3. The Ant and the Grasshopper by W S Maugham
	    4. The World-Renowned Nose by V M Basheer
	    5. The Diamond Necklace by Guy de Maupassant
	(Three text-based descriptive questions/short notes may be asked)
		25%

2.	**Banking Correspondence** (Letters concerning: Opening of Current Account, stopping payment of a cheque, Wrongful dishonour of cheque, Application for an overdraft facility. Application for housing loan, Regarding investment advice, loss of debit or credit card)	25%
3.	Agency Correspondence (Letters concerning: Application for obtaining Agency (solicited and Unsolicited), Reply to application, Better terms for agency at initial stage, appointment of an agent, appreciating the agent for better performance, reprimanding agent for poor sales, reply to reprimand from an agent, surrendering the agency, termination of agency)	25%
4.	**Insurance letters** **Life**: (loans against policy, surrender value of policy, lapsing of policy, making claim against on policy on the death of the assured) **Fire:** Inquiry for a fire insurance policy and its reply, notifying insurance company of the fire accident and arrangement for inspection and replies, settlement of claims.	25%

Teaching-Learning Methodology	**Learner-centered Instructional methods** Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year June 2022-2023

Evaluation Pattern		
Sr.No.	Details of the Evaluation Pattern	Weightage
1.	Internal (Written)	15 marks
2.	Continuous Internal Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	15 marks
3.	University Examination	70 marks

Course Outcomes: After completion of the course, the learner	
1.	• Develops proficiency in Communicative English • Interprets the language with enriched vocabulary • Employs the basic concepts of the English language for practical purposes.

Sr. No.	References
	• 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 – U S Rai& S M Rai (Himalaya Publishing House, Mumbai) • Developing Communication Skills – Krishna Mohan &MeeraBenerji (Macmillan) • Effective Business Communication – AshaKaul (Prentice Hall – Economy Edition) • Business Communication – AshaKaul (Prentice Hall of India Pvt Ltd, New Delhi) • Effective Business Communication – M V Rodriques (Concept Publishing House) • Writing with a purpose – ChampaTickoo and Jaya Sasikumar(Oxford University Press, Mumbai) • Business Communication and Report Writing – R P Sharma andKrishna Mohan (Tata Mcgraw Hill2002) • Communication Skills – Sanjay Kumar &Pushplata(OUP)

Question Paper format for Semester – end University Exam	70 Marks
Que. 1 Text Based descriptive questions: (any three out of six) (three descriptive questions & three short notes) based on Unit I	18 Marks
Que. 2 Attempt any two out of four from the following: (Letters) based on Unit II	17 Marks
Que. 3 Attempt any two out of four from the following: (Letters) based on Unit III	18 Marks
Que. 4 Attempt any two out of four from the following: (Letters) based on Unit IV	17 Marks