

SARDAR PATEL UNIVERSITY
Programme: B.Com.
Semester: II
Syllabus with Effect From: November/December-2018

Paper Code: UB02ACOM21	Total Credit: 3
Title Of Paper: English and Business Communication - II	

Objective: 1. To familiarize the learner with the basic concepts of English language.
 2. To develop the skill of independent reading and writing with comprehension.

Unit	Description of Detail	Weighting(%)
I	Introducing Business Communication <ul style="list-style-type: none"> • Concept ,Definition and Characteristics(Attributes)of Communication • The Process of Communication(Communication Cycle) • Objectives of Communication (Information, advice/counseling, order, suggestion, persuasion, education, warning, raising morale and motivation) (Two general question/three short notes may be asked)	25%
II	Business Correspondence <ul style="list-style-type: none"> • Structure ,format ,layout of a business letter(regular parts/ occasional parts; • Essentials/ qualities of an effective business letter (correctness, conciseness, clarity, courtesy, coordination, appropriateness, ‘You ’attitude ,etc.) (Three Short notes may be asked)	25%
III	Inquiry letters(Requests) and Replies to Inquiries <ul style="list-style-type: none"> • (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)	25%
IV	Placing of Orders <ul style="list-style-type: none"> • Placing of Orders (Lettersconcerningtrialorder,routineorder,postponingtheorder,reservingtherightto reject the goods ,requests for changes in order sale ready placed ,order with conditions attached, cancellation of orders) • Execution of Orders (Delay in executionoforder,requestforextensionoftimeindeliverofgoods,partialexecutionoforder,decliningtheorder,offering substitute goods, cancellation of orders) (Drafting of two letters may be asked)	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 & Sons