

SARDAR PATEL UNIVERSITY
B.Com. Semester: II
Syllabus with Effect From: November/December-2019

Paper Code:UB02ACOM51	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, request for extension of time in delivery of goods, partial execution folder, declining the order, 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