



Programme: B Com Semester: II

Course Code	UB02ACOM71	Title of the Course	English & Business Communication – II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	The programme has been designed to acquaint the learner with the creative use of the English language. It also introduces the learner to the basic concepts and practices of business writing with essentials of writing effectively in the English Language.
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Course Content		
	Description	Weightage
1.	Text: A collection of short stories Name of the Text: Vignettes of Life: An Anthology of Selected Short Stories (Macmillan) 1. The Last Leaf by O. Henry 2. Diamond Rice by RanyaRao 3. The Only American from our Village by Arun Joshi 4. Taipan by W. S. Maugham 5. Luck by Mark Twain	25%
2.	Introducing Business Communication: <ul style="list-style-type: none">• Concept, Definitions and Attributes of Communication• Importance of Communication in Business• The Process of Communication (Communication Cycle)• Feedback and its Importance in Communication	25%
3.	Business Correspondence: Structure/Format/Layout of a business letter <ul style="list-style-type: none">• Regular parts- (Letterhead, Date, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature)• Occasional parts-(Reference No., Attention line, Carbon copy notation, Identification initials, Enclosures)• Essentials/qualities of an effective business letter -	25%





	Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude (Consideration)	
4.	Inquiry Letters and Replies to Inquiries: <ul style="list-style-type: none">• Letters concerning catalogues, prices, quotations, samples, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation, etc.• Firm Offer• Voluntary Offer	25%

Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	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.	<ul style="list-style-type: none">• Evaluates creative use of the English language• Applies the concepts of business writing in drafting effective business communication.• Appraises an understanding pertaining to the basic concepts of communication.





Sr. No.	References
	<ul style="list-style-type: none">• 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 & 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 – M V Rodrigues (Concept Publishing House)• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata McGraw Hill 2002)• Communication Skills – Sajaykumar, Pushplata (OUP 2011)

On-line resources to be used as and when required.



Revised Question Paper format for Semester – end University Exam with effect from June 2022. Note: Change is only in Paper style, syllabus remains the same.	70 Marks
Que. 1 Text Based short questions/short notes: (any three out of six) based on Unit I	18 Marks
Que. 2 Attempt any two from the following: based on Unit II	17 Marks
Que. 3 Attempt any two from the following: based on Unit III	18 Marks
Que. 4 Attempt any two letters from the following: based on Unit IV	17 Marks

