

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: VI
Syllabus with effect from: DECEMBER 2020

Course Code: UB06ACOM21	Total Credits: 3
Course Title: English and Business Communication – VI	

Unit	Description in detail	Weightage (%)
1	Business Reports: Drafting of Individual and Committee Reports on the following topics: <ul style="list-style-type: none"> • Selection of Site (Feasibility Report) • Labour and Personnel Problems • Decline in Sales • Fire and Accidents 	25 %
2	Drafting of Speeches: (Speeches on the occasions like inauguration, welcoming, condolence meetings, farewell functions, celebration of important days and national holidays, vote of thanks)	25 %
3	Notice, Agenda and Minutes of Corporate Meetings: (Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Meeting; Meeting of the Board of Directors held prior to the Annual General Meeting of the Company and Annual General Meeting)	25 %
4	(A) Sales Promotion Letters (Letters to promote the sales of products and services) (B) Job Application Letters and Resumes Writing Application Letters Drafting of Resumes Resume / Bio-data / Curriculum Vitae	13 % 12 %

Basic Text & Reference Books:

- 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 (A R Sheth & Company, Mumbai)
- Business Communication - U S Rai & S M Rai. (Himalaya Publishing House, Mumbai)
- Developing Communication Skills - Krishna Mohan & Meera Benerjee (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)
- Business Communication and Report Writing - R P Sharma and Krishna Mohan (Tata McGraw Hill 2002)
- Contemporary Business Communication - Scot Ober (Biztantra)
- Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
- Communication for Business A Practical Approach Shirley Taylor (PearsonEducation)

