

## SARDAR PATEL UNIVERSITY

Programme: B Com Semester: V

Course Code	UB06ACOM71	Title of the Course	English & Business Communication VI
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<ol style="list-style-type: none"> <li>1. To expose the learners to creative writing in English with a view to enhancing their ability to use the language for practical and professional purposes</li> <li>2. To understand and grasp the fundamental reasons why business reports are important in organizations.</li> <li>3. To develop confidence and proficiency in delivering speeches in front of an audience.</li> <li>4. To equip the learners with the skills necessary to draft effective notice, agenda and minutes.</li> <li>5. To equip students with the necessary knowledge and skills to create persuasive and effective sales promotion letters that generate leads, drive sales, and build customer relationships.</li> </ol>
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Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Business Reports:</b> Drafting of Individual and Committee Reports on the following topics: <ul style="list-style-type: none"> <li>• Selection of Site (Feasibility Report)</li> <li>• Labour and Personnel Problems</li> <li>• Decline in Sales</li> <li>• Fire and Accidents</li> </ul>	<b>25 %</b>
<b>2</b>	<b>Drafting of Speeches:</b> (Speeches on the occasions like inauguration, welcoming, condolence meetings, farewell functions, celebration of important days and national holidays, vote of thanks)	<b>25 %</b>
<b>3</b>	<b>Notice, Agenda and Minutes of Corporate Meetings:</b> (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)	<b>25 %</b>
<b>4</b>	<b>(A) Sales Promotion Letters</b> (Letters to promote the sales of products and services) <b>(B) Job Application Letters and Resumes</b> Writing Application Letters Drafting of Resumes Resume / Bio-data / Curriculum Vitae	<b>13 %</b>  <b>12 %</b>

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

Sr. No.	<b>References</b>
	<ul style="list-style-type: none"> <li>• Essentials of Business Communication - Rajendra Pal and J S Korlahalli (Sultan Chand &amp; Sons)</li> <li>• Principles and Practice of Business Communication - Rhoda A Doctor &amp; Aspi H Doctor ( A R Sheth&amp; Company, Mumbai)</li> <li>• Business Communication - U S Rai &amp; S M Rai. (Himalaya Publishing House, Mumbai)</li> <li>• Developing Communication Skills - Krishna Mohan &amp; Meera Benerjee (Macmillan)</li> <li>• Effective Business Communication - Asha Kaul (Prentice Hall - Economy Edition)</li> <li>• Business Communication - Asha Kaul (Prentice Hall of India Pvt. Ltd, New Delhi)</li> <li>• Effective Business Communication - M V Rodrigues (Concept Publishing House)</li> <li>• Business Communication and Report Writing - R P Sharma and Krishna Mohan (Tata McGraw Hill 2002)</li> <li>• Contemporary Business Communication - Scot Ober ( Biztantra)</li> <li>• Communication Skills – Sanjay Kumar &amp; Pushp Lata (OUP)</li> <li>• Communication for Business A Practical Approach Shirley Taylor (Pearson Education)</li> </ul>

<b>Question Paper format for Semester – end University Exam</b>	70 Marks
Que. 1 Attempt any <b>One</b> out of three from the following: ( <b>Business Reports</b> ) based on Unit I	18 Marks
Que. 2 Attempt any <b>One</b> out of three from the following: ( <b>Speeches</b> ) based on Unit II	17 Marks
Que. 3 Attempt any <b>One</b> out of three from the following: ( <b>Notice, Agenda and Minutes</b> ) based on Unit III	18 Marks
Que. 4 Attempt any <b>two</b> out of four from the following: based on Unit IV	17 Marks