

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: III**  
**Syllabus with effect from : JUNE 2012**

<b>Paper Code:</b> UB03FCOM01	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> English & Business Communication-III	

Unit	Description in detail	Weighting (%)
	<b>Text:</b> A short novel or a play (not more than 200 pages-unabridged) <b>Name of the Text: The Count of Monte Cristo (abridged)</b> - By Alexandre Dumas <b>Publishers:</b> Madhuban	
<b>1</b>	<b>Two text-based essay type questions</b>	<b>25 %</b>
<b>2</b>	<b>Text-based short note</b> <b>Comprehension</b> (A passage of commercial interest may be chosen from a reputed daily or a Business magazine or a journal)	<b>8 %</b> <b>17 %</b>
<b>3</b>	<b>Communication</b> Types of Communication (Vertical – Upward, Downward / Horizontal / Consensus / Grapevine) Barriers to Communication (Wrong choice of medium / Physical / Semantic / Socio-psychological barriers To Communication) (General questions/ short notes may be asked)	<b>25 %</b>
<b>4</b>	<b>Letters of Complaints &amp; Adjustments</b> (Letters concerning delivery of goods (e.g. late delivery of Goods), wrong goods, damaged goods, defective goods, inferior quality of goods, shortage in goods (nos and weight),bad service, insolent behavior) <b>Collection Letters</b> (Letters concerning sending the statement of account or bill; the reminder Stage; requests for payment; final appeal for cooperation; threats and Warnings; legal action)	<b>25 %</b>

**Basic Text & Reference Books ----**

