

SARDAR PATEL UNIVERSITY
Programme: BCOM Semester: III
Syllabus with effect from : JUNE 2020

Paper Code: UB03ACOM51	Total Credit: 3
Title of Paper: English & Business Communication-III	

Unit	Description in detail	Weighting (%)
	Text: A collection of short stories GEMS OF WISDOM An Anthology of Short Stories (Macmillan) Part One (Stories 1 – 5)	
1	Two text-based essay type questions	25 %
2	Text-based short note Comprehension (A passage of commercial interest may be chosen from a reputed daily or a business magazine or a journal)	8 % 17 %
3	Communication 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)	25 %
4	Letters of Complaints & Adjustments (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) Collection Letters (Letters concerning sending the statement of account or bill; the reminder stage; requests for payment; final appeal for cooperation; threats and warnings; legal action)	25 %

