



Programme: B Com Semester: III

Course Code	UB03ACOM71	Title of the Course	English & Business Communication III
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	The programme has been framed to make learner proficient in spoken and written English in the context of the corporate world.
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Course Content		
	Description:	Weightage
1.	<p>Text: A collection of short stories Name of the Text: GEMS OF WISDOM: An Anthology of Short Stories (Macmillan) Part One (Stories 1 – 5)</p> <ol style="list-style-type: none"> 1. The Lady, or the Tiger? by Frank R Stockton 2. The Gift of The Magi by O' Henry 3. The Sniper by Liam O'Flaherty 4. Black Boy by Richard Wright 5. An Astrologer's Day by R. K. Narayan 	25%
2.	<p>A. Text based Short notes. B. Comprehension (A passage of commercial interest may be chosen from a reputed daily or a business magazine or a journal)</p>	25%
3.	<p>Communication Types of Communication (Vertical – Upward, Downward / Horizontal / Consensus / Grapevine) Barriers to Communication (Wrong choice of medium/ Physical / Semantic / Socio-psychological barriers to Communication)</p>	25%
4.	<p>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), insolent behavior)</p> <p>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)</p>	25%

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

Course Outcomes: After completion of the course, the learner	
1.	<ul style="list-style-type: none">• Develops proficiency in Communicative English• Interprets the language with enriched vocabulary• Employs the basic concepts of the English language for practical purposes.

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 Rodriques (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 – Sanjay Kumar & Pushplata (OUP)

Question Paper format for Semester – end University Exam	70 Marks
Que. 1 Text Based descriptive questions & short notes: (any three out of six) (three descriptive questions & three short notes) based on Unit I	18 Marks
Que. 2 a). Text Based short notes: (any one out of two) based on Unit I	07 Marks
Que. 2 b). Comprehension: based on Unit II	10 Marks
Que. 3 Attempt any two out of four from the following: (General Questions) based on Unit III	18 Marks
Que. 4 Attempt any two out of four from the following: (Two letters from complaint & adjustment, two letters from collection letters) based on Unit IV	17 Marks

