

SARDAR PATEL UNIVERSITY
PROGRAMME: B.COM. (HONS') (3 Years)
(International Accounting and Corporate Banking & Insurance)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: June-2018

Semester: I

Paper Code: UB01ACOH21	Total
Title of Paper: Introductory Language & Communication Skills - I	Credits: 3
Objective : The objective of this course is to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.	

Unit No.	Description in Detail	Weightage
1	Basics of Communication <ul style="list-style-type: none"> • Meaning and Definition of Communication • The Process of Communication • The Flow of Communication • Levels of Communication 	25%
2	Listening Ability <ul style="list-style-type: none"> • Hearing and Listening • Types of Listening • Barriers to Listening • Traits of a Good Listener 	25%
3	Reading Fluency <ul style="list-style-type: none"> • Reading Techniques • Reading Strategies • Reading Comprehension (application based questions) 	25%
4	Essentials of English Grammar <ul style="list-style-type: none"> • Tenses • Voices • Conditionalsand Concord 	25%

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Reference Books:

- Communication for Business *A Practical Approach* Shirley Taylor (Pearson Education)
- Communication in Organizations – Dalmar Fisher (Jaico Publishing House)
- Oxford English Grammar
- Modern Commercial Communication - B S Shah Publication, Ahmedabad
- Effective Business Communication – M V Rodriques (Concept Publishing House)