

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: December-2018

Semester: II

Paper Code: UB02ACOH21	Total
Title of Paper: Introductory language & Communication Skills - II	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"> • Kinesics • Proxemics • Chronemics • Principles of Effective Communication 	25%
2	Speaking Ability <ul style="list-style-type: none"> • Introduction to Phonetics • Purposes of Presentation • Audience & Locale Analysis • Paralinguistics 	25%
3	Enriching Languages through Literature Text Contemporary Short stories <ol style="list-style-type: none"> 1. A Happy Prince – Oscar Wilde 2. A Horseman in the sky – Ambrose Bierce 3. The last leaf – O' Henry 4. The Half - Mile - To Beachcroft 5. The Mark of Vishnu- Khushwat Singh 	25%
4	Enriching Language through Literature Old Man & the Sea (Descriptive answer)	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)
- 50 Ways to Improve Your Presentation Skills in English – Bob Dignen (Orient BlackSwan)
- *The Blue Umbrella* by Ruskin Bond