

SARDAR PATEL UNIVERSITY
B. Com. (Honours) (3 Years)
Specialization in International Accounting and Corporate Banking & Insurance
Semester: III
Syllabus with effect from: June 2016

Paper Code: UB03FCOH01	Total Credits: 3
Title of Paper: Intermediate Language & Communication Skills-III	

Unit No.	Description in Detail	Weightage (%)
1	Written Communication I (application based questions) a. Format of Business Letters b. Enquiry-reply letters c. Order letters d. Complaint-Adjustment Letters	25%
2	Written Communication II (application based questions) a. Collection Letters b. Sales Letters c. Report writing d. Paragraph Writing	25%
3	Public Speeches (formal) a. Wel come speech b. Vote of thanks c. Key note speaking	25%
4	Enriching Language through Literature A woman of no importance by Oscar wilde	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)
- Business Communication Today – Bovee, Thill, Schatzman (Pearson Education)
- *Tara* (a play) by Mahesh Dattani