C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST,ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE A^+ KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE 'A+' UGC – MHRD, Govt of India – June 2022
Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Bachelor of Commerce (BCOM)
Semester - I

Course Code	UB1AECOM01	Title of the Course	Business English - I
Total Credits of the Course	02	Hours per Week	02

Course Objectives	
	1. The programme has been designed to enable learners (Students) to be proficient in the use of Business & Communicative English
	2. To enhance his/her ability in speaking skills as well as in other language skills
	3. Students do active learning by Group Discussions and classroom Presentations
	4. To enhance creativity and the ability to express ideas in a clear and concise manner through writing.

Course Content		
Unit	**Description**	**Weightage (%)**
1.	**(A) Text : A COLLECTION OF SHORT STORIES**: 1. The Interview by Ruth Prawer Jhabvala 2. The Blind Dog by R K Narayan 3. The Child by Munshi Premchand **(B) Oral Presentation and Discussions**	**50 %**

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2.	**(A) Foundation of Grammar** 1. Sequence of Tenses 2. Concord (subject - verb agreement) 3. Active and Passive Voice 4. Modal Auxiliaries (To be taught by giving Tasks and Worksheets) **(B) Business Presentations and Public Speaking:** 1. Business Presentations and Speeches 2. Effective Sales Presentation 3. Symptoms of Stage Fright 4. Group Discussions and Team Presentations (To be Tested Practically and Theoretically)	**50%**

Teaching-Learning Methodology	Learner-centred instructional methods: Direct method, Quiz, Assignments, interactive sessions, seminars, visual presentations, Group of discussions, use of an E – resources ; including films

Evaluation Pattern		
Sr. No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Group Discussion , Project work, Oral Presentations, Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

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Course Outcomes	
1.	It has developed communicative competence in English
2.	Oral Presentations help students to be proficient in the use of English language
3.	It helps students to develop language through situational based English

Suggested References	
Sr. No.	**References**
1	Golden Leaves (with grammar composition & Comprehension - Raja Modi (Garg Publication)
2	English Grammar in Use – Murphy Raymond (Cambridge University Press)
3	Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
4	Business Communication – P D Chaturvedi and Mukesh Chaturvedi
5	Business Communication – 2nd Edition Meenakshi Raman and Prakash Singh

On-line resources to be used if available as reference material
On-line Resources (to be used as & when required)

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