

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND
(MANAGED BY SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, VVNAGAR

AnISO90012015 Certified/AnISO14001-2015 Certified/AnISO21001-2018 Certified GUJARAT
 INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAAReaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt 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-II

Course Code	UB2AECOM01	Title of the Course	BUSINESSENGLISH -II
Total Credits of the Course	02	Hours per Week	02

Course Objectives	To provide basic knowledge and understanding related to business correspondence
	To bring awareness among students about real life issues focusing on business situations
	To pin point certain language understanding in order to make them proficient in using language in various contexts.
	To help students understand the entrepreneur skills and make them aware of the basics of business.
	To help students to learn the basics of Listening Skills and to prepare them for an effective listener.

Course Content

Unit	Description	Weightage (%)
1.	<p>(A) <u>Text & Grammar : (Stay Hungry Stay Foolish)</u></p> <p>I. The Cat With Nine Lives by Vinayak Chatterjee</p> <p>II. Yeh Hai Youngistan Meri Jaan by Vardan Kabra</p> <ul style="list-style-type: none"> • Direct Indirect Speech • Writing Error free Sentences and Paragraph <p>(B) (i) <u>Developing Receptive Skills:</u></p> <ul style="list-style-type: none"> • Concepts of Listening Skills • Note Making / Note Taking • Becoming an effective listener • Being an effective listener 	50%

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	<p>(B) (ii) <u>Reading Skills</u></p> <ul style="list-style-type: none"> • Developing art of Reading • Reading for different purposes • Techniques of Reading (Skimming/Scanning) • Reading Comprehension (Texts, News & Articles) <p>(To be taught by giving Tasks and Worksheets)</p>	
2.	<p><u>Business Correspondence & Letters</u></p> <ul style="list-style-type: none"> • Types of Business Correspondence • Qualities of an effective Business Letter • Writing Business Letter (Inquiry & Reply Letters) • Writing Business Emails <p>(To be taught by giving Tasks)</p>	50%

Teaching-Learning Methodology	Learner-centered instructional methods: Direct method, Quiz, Assignments, interactive sessions, seminars, visual presentations, Group of discussions, use of an E – resources ; including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

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Course Outcomes:

1.	Students will be able to develop ethical behavior in decision making process related to various business areas.
2.	Students will be able to understand the basics of business correspondence and its uses in real sense.
3.	Students will get some exposure of language development to overcome barriers in using day to day conversations.
4.	Student will understand the basics of business through entrepreneur skills.
5.	Students will learn the basics of listening skills in order to help them become an effective speaker.

Suggested References

Sr. No.	References
1	Stay Hungry Stay Foolish by Rashmi Bansal
2	English Grammar in Use–Murphy Raymond(Cambridge University Press)
3	Essentials of Business Communication–Rajendra Paland J S Korlahalli(Sultan Chand & Sons)
4	Business Communication–P D Chaturvedi and Mukesh Chaturvedi
5	Effective Listening–Mike Green
6	Business Communication–2 nd Edition Meenakshi Raman and Prakash Singh

On-line resources to be used if available as a reference material

On-line Resources(to be used as & when required)
