

# 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<sup>+</sup>** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

## Bachelor of Commerce (B.COM)

### Semester – III

|                                    |                   |                            |  |
|------------------------------------|-------------------|----------------------------|--|
| <b>Course Code</b>                 | <b>UB3SECOM01</b> | <b>Title of the Course</b> | <b>Developing Professional Skills in English</b> |
| <b>Total Credits of the Course</b> | <b>02</b>         | <b>Hours per Week</b>      | <b>02</b>  |

|                          |  |
|--------------------------|--|
| <b>Course Objectives</b> | 1. To improve both oral and written communication skills, preparing students to convey their ideas professionally in diverse workplace settings. |
|                          | 2. To encourage self-assessment and reflection that leads to personal growth and better self-management and goal setting                         |
|                          | 3. To prepare students for professional environments by developing their writing skills to handle daily tasks and communication effectively.     |

| <b>Course Content</b> |  |                      |
|-----------------------|--|----------------------|
| <b>Unit</b>           | <b>Description</b>   | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>Studying Attitude and Oral Communication at the Workplace</b><br>(A) SWOT Analysis – Strengths, Weaknesses, Opportunities and Challenges<br>(B) GROUP DISCUSSION – Skills for Initiating, Turn-taking and Concluding<br>(C) SOCIAL INTERACTION SKILLS – Offering Compliments, Making Apologies, Accepting and Learning from Mistakes. | <b>50%</b>           |
| <b>2.</b>             | <b>Written Communication at the Workplace</b><br>(A) WRITING PROFESSIONALLY – Emails and Business Letters (Inquiry, Quotations and Complaints)<br>(B) INTRA-ORGANISATIONAL COMMUNICATION – Notices, Agenda and Minutes of the Meeting  | <b>50%</b>           |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | Learner-Centered Instructional Method: Lectures combined with discussions, interactive sessions, group discussions, assignments, items for self-study through further readings, seminars, creative writing workshops, multi-media presentations, use of audio-visual aids and internet resources. |
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| Evaluation Pattern |   |           |
|--------------------|---|-----------|
| No.                | Details of the Evaluation   | Weightage |
| 1.                 | Internal Written (As per CBCS R. 6.8.3)   | 30%       |
| 2.                 | Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R. 6.8.3) | 20%       |
| 3.                 | External Examination  | 50%       |

| Course Outcomes |   |
|-----------------|---|
| 1.              | Students will be able to enhance their overall communicative efficiency enabling them to express themselves clearly at the Workplace.           |
| 2.              | Students will be able to evaluate themselves and would be able to work upon personal growth.  |
| 3.              | Students will be able to elevate their speaking skills with interactive group discussions, enabling them to grasp and interpret spoken English. |

| Suggested References |  |
|----------------------|--|
| No.                  | References   |
| 01                   | Convey, Stephan R. <i>The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change</i> . Simon & Schuster. 1989. Print.  |
| 02                   | Parikh, J. P; Surve, Anshu. <i>Business Communication: Basic Concepts and Skills</i> . Orient Blackswan. 2011. Print.  |
| 03                   | Carnegie, Dale. <i>How to Win Friends and Influence People</i> . Simon & Schuster. 1936. Print.  |
| 04                   | <i>Certificate Course in Communication Skills in English</i> . Self-Learning Material, BAOU, “Conversation” (pg. – 41 to 48) <a href="https://baou.edu.in/assets/pdf/CCSE_01_slm.pdf">https://baou.edu.in/assets/pdf/CCSE_01_slm.pdf</a> |
| 05                   | E-Resources for Self-Learning: <a href="https://www.youtube.com/@LearnEnglishwithJessica">https://www.youtube.com/@LearnEnglishwithJessica</a>   |
| 06                   | “English Conversation for Different Purposes”, <i>Competitive Success Review</i> . June 2001. Print.   |

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