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

(Managed by Sardar Patel Education Trust, Anand)
(Affiliated to Sardar Patel University, Vallabh Vidyanagar)
NAAC Reaccredited CGPA – 3.30 – Grade A+

Revised Syllabus as per NEP 2020 with effect from the Academic Year 2026-2027

Bachelor of Commerce (BCOM)
Semester – I

Course Code	UB1AECOM11	Title of the Course	Communication Skills in English for Commerce - I
Total Credits	02 Credits	Hours per Week	02 Hours / Week

Course Learning Outcomes (CLOs)	
CLO 1	Analyze and apply effective listening, speaking and grammatical skills through business related interactions, presentation delivery and literary text interpretation to communicate accurately and confidently in academic and professional contexts
CLO 2	Apply reading strategies, professional writing techniques, and business vocabulary to comprehend academic and business – related texts and draft effective business letters, emails, and structured paragraphs using appropriate communication conventions

Course Content		
Unit No.	**Description**	**Weightage (%)**
1.	**(A) Listening Skills** • Heeding Skills: The Most Important/ The Most Neglected Skill • Meaning and Types of Listening Skills • Improving Listening Skills • Qualities of an Effective Listener **(B) Speaking Skills** • Meaning and Components of Speaking Skills • Handling Stressful Interactions Positively in Business • Developing Effective Presentations **(C) Improving Grammar through Literature:** • Nouns, Pronouns, Verbs, Adverbs, Adjectives, Prepositions, Conjunctions, Interjections, Articles and Modal Auxiliaries • Short Story: *The Kitemaker* by Ruskin Bond https://xpressenglish.com/wp-content/uploads/Stories/Kitemaker.pdf Movie: https://www.youtube.com/watch?v=G9ofkokizz0 • Essay: *On Habits* by A G Gardiner https://www.gutenberg.org/files/47429/47429-h/47429-h.htm#link2H_4_0004	**50%**
2.	**(A) Reading Skills** • Meaning and Styles of Reading • Techniques of Reading (Skimming, Scanning and Focused) • Types of Reading (Intensive and Extensive) **(B) Writing Skills** • Business Letters	**50%**

	• Business Emails • Paragraph Writing **(C) Improving Vocabulary** • A-Z Terms used in Commerce and Business 1. https://www.coursera.org/collections/business-terms 2. https://www.espressoenglish.net/25-business-english-vocabulary-words-a-z/	

Teaching – Learning Methodology
The course will be taught / learnt through ICT – enabled teaching methods such as Audio-Visual Presentations, Smart Classroom Teaching, Language Lab Activities and E-Resources. The teaching methodology will also include Lectures, Interactive Classroom Discussions, Group Activities, Role Plays, Case Studies, Assignments, Reading and Writing Exercises and Vocabulary Building Activities to enhance communication, analytical and professional skills among learners.

Examination Evaluation Pattern		
Sr. No.	**Particulars**	**Weightage (%)**
01	Continuous and Comprehensive Evaluation (CCE) (Formative Assessment)	50%
02	Semester End Evaluation (SEE) (Summative Assessment)	50%
	TOTAL	**100%**

Specifications for CCE and SEE			
Sr. No.	**Details of the Evaluation Pattern**		**Marks**
01	Continuous and Comprehensive Evaluation (CCE) (Formative Assessment)		
	A	Assignments	10
	B	Active Learning Activities	05
	C	Attendance	05
	D	Written Examination (01 Hour)	30
		(A + B + C + D)	50 Marks
	Note: • For 02 Credit Courses, the Formative Assessment for students must be from 25 Marks. Thus, the total obtained marks from A + B + C + D (50 Marks) will be divided by 02.		**25 Marks**
02	Semester End Evaluation (SEE) (Summative Assessment)		
	E	Written Examination (01 Hour)	**25 Marks**
		TOTAL (For 02 Credit Courses)	**50 Marks**

Rubrics – Based Assessment for Assignments (10 Marks)		
Excellent	09 – 10 Marks	Accurate, error-free, logically presented, timely submission
Good	07 – 08 Marks	minor errors and good conceptual clarity
Average	05 – 06 Marks	basic understanding or partially correct
Basic	03 – 04 Marks	limited clarity, noticeable mistakes, incomplete content
Poor	01 – 02 Marks	Inadequate conceptual clarity, incorrect content
Below Poor	Zero Marks / NA	content is irrelevant / Not Attempted / Not Submitted

Note:
- Assignments may be taken in forms of written project, computerized and online suggested courses / certificates as per the decision made by the respective faculties of the courses.

Rubrics – Based Assessment for Active Learning Activities (05 Marks)		
Excellent	05 Marks	explanation is clear, detailed and covered all keys
Good	04 Marks	good conceptual clarity, minor details may be missing
Average	03 Marks	basic explanation or partially correct
Basic	02 Marks	limited clarity, noticeable mistakes, lacks depth
Poor	01 Mark	Poorly presented or not understandable
Below Poor	Zero / NA	content is irrelevant / Not Attempted / Not Submitted

Note:
- Active Learning Activities may be taken in forms of classwork, viva, oral presentations, PowerPoint presentations, role play, collaborative problem solving, debates, group discussions, online tests, Q&A, case studies, etc. as per the decision made by the respective faculties of the courses.

Rubrics – Based Assessment for Attendance (05 Marks)		
As per the Rules and Regulations provided by the Academic Section of Sardar Patel University, Vallabh Vidyanagar, for the students studying in all departments and colleges. Reference No.: E – 3 / 3127; dated: 07-03-2024. https://www.spuvvn.edu/orbit-cdn/uploads/circulars/Circular-NEP-InternalExamMarks-March-April24.pdf		
Excellent	05 Marks	more than 90% (Minimum 27 Hours for 02 Credits Courses)
Good	04 Marks	80% - 89% (24 to 26 Hours for 02 Credit Courses)
Average	03 Marks	70% - 79% (21 to 23 Hours for 02 Credit Courses)
Poor	Zero / NA	less than 70% (**NOT ELIGIBLE TO APPEAR FOR EXAM)**

Note:
- Students with below 70% of attendance must submit their written application to their respective class coordinators with genuine reasons and evidence (in case of working or medical emergencies). Students must not pursue dual degree programmes that clash with the college's timings.

Rubrics – Based Assessment for Mid-Semester Examination (30 Marks)		
ANY ONE UNIT OR 50% OF THE SYLLABUS - 15 Marks Each Question		
Excellent	13 – 15 Marks	clear and deep explanation of concepts, good understanding of grammar and vocabulary, clear paragraphs, logical sequencing of statements, highly coherent and negligible errors
Good	10 – 12 Marks	good understanding with minor omissions, address key concepts of the topics asked, small lapses in depth or application, overall clear structure and some grammatical / vocabulary errors that do not impede meaning
Average	07 – 09 Marks	basic ideas are presented, some key points are missing or only partially explained, limited application of grammar / vocabulary to examples, noticeable errors that affect clarity

Basic	04 – 06 Marks	very limited understanding; explanations lack depth and clarity, misapplies some concepts, poorly organized, confusing flow, frequent errors that hinder understanding
Poor	01 – 03 Marks	incorrect or unclear explanations, fails to address core topics, no logical analysis, no coherent structure followed by severe language problems
Below Poor	Zero Marks / NA	completely irrelevant or Not Attempted
Note: • Written Examination questions will be based on various levels of Revised Bloom's Taxonomy.		

Rubrics – Based Evaluation Pattern for End-Semester Examination (25 Marks)		
Multiple Choice Questions (05 Marks) – 01 Mark Each from all Units		
Excellent	01 Mark	the chosen option is correct, no errors in response
Below Poor	Zero Marks / NA	chosen option is incorrect, completely irrelevant, multiple options chosen / Not Attempted
UNIT I - 10 Marks Each Question		
Excellent	09 – 10 Marks	clear and deep explanation of listening and speaking concepts, parts of speech, applies grammar rules precisely to examples, clear paragraphs, logical sequencing of statements and negligible errors
Good	07 – 08 Marks	good understanding with minor omissions, address key concepts of the topics asked, small lapses in depth or application, overall clear structure and some grammatical / vocabulary errors that do not impede meaning
Average	05 – 06 Marks	basic ideas are presented, some key points are missing or only partially explained, limited application of grammar to examples, noticeable errors that affect clarity
Basic	03 – 04 Marks	very limited understanding; explanations lack depth and clarity, misapplies some concepts, poorly organized, confusing flow, frequent errors that hinder understanding
Poor	01 – 02 Marks	incorrect or unclear explanations, fails to address core topics, no logical analysis, no coherent structure followed by severe language problems
Below Poor	Zero Marks / NA	completely irrelevant or Not Attempted
UNIT II - 10 Marks Each Question		
Excellent	09 – 10 Marks	demonstrates a thorough grasp of reading techniques and writing formats with clear knowledge of management vocabulary, produces an exemplary business letter/email, correct format, applying skimming/scanning insights accurately, well-structured with logical flow.
Good	07 – 08 Marks	good understanding with minor omissions, produces work with correct formats and tone but with small lapses in completeness or appropriateness, presents a mostly clear structure with minor coherence issues, and makes some errors while keeping the meaning intact

Average	05 – 06 Marks	demonstrates basic comprehension with some important aspects omitted, produces work with recognizable formats that contain errors and a tone that is sometimes inappropriate, shows weak paragraphing and transitions, and makes noticeable grammar and vocabulary errors
Basic	03 – 04 Marks	very limited understanding; explanations lack depth and clarity, misapplies some concepts, poorly organized, confusing flow, frequent errors that hinder understanding
Poor	01 – 02 Marks	incorrect or unclear explanations, fails to address core topics, no logical analysis, no coherent structure followed by severe language problems
Below Poor	Zero Marks / NA	completely irrelevant or Not Attempted

Note:
- Multiple Choice Questions of 05 Marks will be based on Bloom's Taxonomy Level 1 & 2.
- Written Examination questions will be based on various levels of Revised Bloom's Taxonomy.

PLO – CLO Mapping

	Communication Skills in English for Management - I									
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	01	02	01	03	02	01	02	02	00	02
CLO 2	01	03	01	03	02	01	01	02	00	02

Note:
- High: **03**; Moderate: **02**; Low: **01**; No Mapping: **00**

Suggested References and E-Resources for Further Reading

- Raviya, Hitesh D. *Developing Communication Skills in English.* Macmillan, 2019. Print.
- Parikh, J. P; Surve, Anshu. *Business Communication: Basic Concepts and Skills*. 2011. Print.
- Murphy, Raymond. *English Grammar in Use*. Cambridge University Press, 2019.
- Pal, Rajendra, and J. S. Korlahalli. *Essentials of Business Communication*. Sultan Chand & Sons, 2011.
- Ruskin Bond, "The Kitemaker", https://xpressenglish.com/wp-content/uploads/Stories/Kitemaker.pdf
- Essay: *On Habits* by A G Gardiner. https://www.gutenberg.org/files/47429/47429-h/47429-h.htm#link2H_4_0004
- https://www.coursera.org/collections/business-terms
- https://www.espressoenglish.net/25-business-english-vocabulary-words-a-z/
- E-Resources for Self-Learning:
  Learn English: https://www.youtube.com/@LearnEnglishwithJessica
  Movie (*The Kitemaker*): https://www.youtube.com/watch?v=G9ofkokizz0
  LSRW Skills: https://ijels.com/upload_document/issue_files/2IJELS-10120224-LSRW.pdf
  Grammar: https://www.emgywomenscollege.ac.in/templateEditor/kcfinder/upload/files/-Free-English-Grammar.pdf
  Communication Skills: https://baou.edu.in/assets/pdf/BCADES_201_slm.pdf

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