

SARDAR PATEL UNIVERSITY

Programme: B Com Semester: V

Course Code	UB05ACOM71	Title of the Course	English & Business Communication V
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<ol style="list-style-type: none"> 1. To expose the learners to creative writing in English with a view to enhancing their ability to use the language for practical and professional purposes 2. To train the learners to make persuasive digital communication 3. To demonstrate the impact of the nonverbal aspects of communication in the process of communication 4. To acquaint the learners with the skills necessary to draft effective press reports with precision and clarity 5. To equip the learners with the skills necessary to draft effective questionnaires for survey and research purposes.
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Unit	Description in detail	Weighting (%)
	Text: A short novel or a play (not more than 200 pages-unabridged) Name of the Text: Justice – by John Galsworthy	
1	Two text-based essay type questions	25 %
2	Text-based short note Communication Modern forms of communicating fax, e-mail, internet, video conferencing) Non-verbal aspects of communication (Body language: Kinesics, Proxemics, Paralanguage) [general questions, short notes may be asked	8 % 17 %
3	Press Reports (Drafting of Press reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events)	25 %
4	Drafting of Questionnaires to survey the following: Marketability/Launching of a new product Habits/Attitudes of college students Socio-economic conditions of a particular class of people	25 %

Teaching-Learning Methodology	Learner-centered Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Evaluation Pattern		
Sr.No.	Details of the Evaluation Pattern	Weightage
1.	Internal (Written)	15 marks
2.	Continuous Internal Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	15 marks
3.	University Examination	70 marks

Sr. No.	References
	<ul style="list-style-type: none"> • Essentials of Business Communication - Rajendra Pal and J S Korlahalli (Sultan Chand & Sons) • Principles and Practice of Business Communication - Rhoda A Doctor & Aspi H Doctor (A R Sheth & Company, Mumbai) • Business Communication - U S Rai & S M Rai (Himalaya Publishing House, Mumbai) • Developing Communication Skills - Krishna Mohan & Meera Benerjee (Macmillan) • Effective Business Communication - Asha Kaul (Prentice Hall - Economy Edition) • Business Communication - Asha Kaul (Prentice Hall of India Pvt. Ltd, New Delhi) • Effective Business Communication - M V Rodrigues (Concept Publishing House) • Business Communication and Report Writing - R P Sharma and Krishna Mohan (Tata McGraw Hill 2002) • Contemporary Business Communication - Scot Ober (Biztantra) • Communication Skills – Sanjay Kumar & Pushp Lata (OUP) • Research Methodology Methods and Techniques C R Kothari (New Age International Publishers) • Communication for Business A Practical Approach Shirley Taylor (Pearson Education)

Question Paper format for Semester – end University Exam	70 Marks
Que. 1 Attempt any two out of the four from the following: (Text Based Descriptive Questions Based on Unit I	18 Marks
Que. 2 a). Attempt any one out of the two from the following: (Text based short notes) based on Unit II	05 Marks
Que. 2 b). Attempt any two out of the four from the following. (Modern Forms and Non Verbal aspects of Communication) based on Unit II	12 Marks
Que. 3 Attempt any One out of three from the following: (Press Reports) based on Unit III	18 Marks
Que. 4 Attempt any One out of three from the following: (Questionnaires) based on Unit IV	17 Marks