

Syllabus for Bachelor of Commerce for year 2024-25

Nomenclature of the Course	English for Commercial Purpose - I	
Class	FYBCom	
Semester	I	
Course Code	24_UAAECENG103	
No. of Credits	02	
Nature	Theory	
Type	AEC	
Course Outcomes:		
At the end of the course the learners would have:		
CO1 acquired adequate knowledge of theory of communication.		
CO2 acquired skills of business correspondence.		
Syllabus:		
Unit No.	Unit Title	Subtitles (Learning Points)
I	Theory of Communication	<ol style="list-style-type: none"> 1. Concept of Communication : Meaning, Process, Importance and Objectives 2. Barriers to Communication: Physical, Linguistic, Psychological barriers and the ways to overcome them

		3. Listening
II	Communication Skills and Business Letters	<ol style="list-style-type: none">1. Characteristics of Business Correspondence (Seven Cs of communication)2. Email Writing3. Job Application and Curriculum Vitae

Learning Resources Recommended:

Books

1. Agarwal, Anju D. A Practical Handbook for Consumers. India Book House, 1989.
2. Ashley, A. A Handbook of Commercial Correspondence. Oxford UP, 1992.
3. Aswalthapa, K. Organizational Behavior. Himalaya Publication, 1992.
4. Atreya, N. and Guha. Effective Credit Management. MMC School of Management, 1994.
5. Bah, J.C. and Nagamia S.M. Modern Business Correspondence and Minute Writing. N.M. Tripathi Pvt., 1974.
6. Balan, K.R. and Rayudu, C.S. Effective Communication. Beacon Books, 1996.
7. Bangh, L. Sue, Fryar, Maridell and Thomas David A. How to Write First Class Business Correspondence. N.T.C. Publishing Group USA, 1998.
8. Banerjee, Bani P. Foundation of Ethics in Management. Excel Books, 2005.
9. Bakar, Alan. Making Meeting Work. Sterling Publication Pvt., 1993.
10. Basu, C.R. Business Organization and Management. Tata McGraw-Hill, 1998.
11. Benjamin, James. Business and Professional Communication Concept and Practices. Harper Collins College Publishers, 1993.
12. Bhargava and Bhargava. Company Notices, Meetings and Regulations. Taxman Publication, 1971.

Web Resources:

1. <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>

4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>

5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>

Teaching Plan:

Unit No.	Unit Title	Teaching Methods	No. of Lectures
I	Theory of Communication	Lecture Discussion Practice	15
II	Communication Skills and Business Letters	Lecture Discussion Practice	15

Evaluation Pattern

A) Continuous Internal Evaluation: Maximum Marks: 20

Method	Marks
Class test, home assignment, seminar, etc.	15
Attendance and active participation throughout semester	05

B) Semester End Examination: Maximum Marks: 30

Question No. and Sub questions (If any) (E.g. Q. 1 a) ...	Unit and sub unit (with number and title)	Type of Question (Essay / short note / Objective / Diagram, etc.)	Marks
Q. 1	Unit I and II	Objective type	10
Q. 2	Unit I and II	Write Short Notes (any 2 out of 4)	10
Q.3	Unit II	Draft the job application with CV	10

Note :

1. The topic or unit for Internal Evaluation will be declared well in advance to the students.
2. The topics/ units for the Internal Evaluation and Semester End Examination may be interchanged with prior intimation to the students.

Date: 23/04/2024

Place: Ratnagiri

Mr. Athalye Vasudev Manohar
Chairperson ,
Board of Studies, English

Syllabus for Bachelor of Commerce for year 2024-25

Nomenclature of the Course	English for Commercial Purpose- II	
Class	FYBCom	
Semester	II	
Course Code	24_UAAECENG203	
No. of Credits	02	
Nature	Theory	
Type	AEC	
Course Outcomes:		
<p>At the end of the course the learners would be</p> <p>CO1 able to write various business letters.</p> <p>CO2 able to draft various business reports.</p>		
Syllabus:		
Unit No.	Unit Title	Subtitles (Learning Points)
I	Business Correspondence I	<ol style="list-style-type: none"> 1. Statement of Purpose 2. Letter of Job Acceptance and Resignation 3. Letter of Inquiry 4. Letter of Complaint 5. Promotional Leaflets and Flyers 6. RTI Letter
III	Business Correspondence II	

		Reports: Feasibility Report, Activity Report and Investigative Report
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Learning Resources Recommended:

Books

1. Agarwal, Anju D. A Practical Handbook for Consumers. India Book House, 1989.
2. Ashley, A. A Handbook of Commercial Correspondence. Oxford UP, 1992.
3. Aswalthapa, K. Organizational Behavior. Himalaya Publication, 1992.
4. Atreya, N. and Guha. Effective Credit Management. MMC School of Management, 1994.
5. Bah, J.C. and Nagamia S.M. Modern Business Correspondence and Minute Writing. N.M. Tripathi Pvt., 1974.
6. Balan, K.R. and Rayudu, C.S. Effective Communication. Beacon Books, 1996.
7. Bangh, L. Sue, Fryar, Maridell and Thomas David A. How to Write First Class Business Correspondence. N.T.C. Publishing Group USA, 1998.
8. Banerjee, Bani P. Foundation of Ethics in Management. Excel Books, 2005.
9. Bakar, Alan. Making Meeting Work. Sterling Publication Pvt., 1993.
10. Basu, C.R. Business Organization and Management. Tata McGraw-Hill, 1998.
11. Benjamin, James. Business and Professional Communication Concept and Practices. Harper Collins College Publishers, 1993.
12. Bhargava and Bhargava. Company Notices, Meetings and Regulations. Taxman Publication, 1971.
13. Black, Sam. Practical Public Relations. E.L.B.S. London, 1972.
14. Britt, Deborah. Improving Business Communication Skills. Kendall Hunt Publishing, 1992.
15. Bovee Cortland, L. and John V. Thrill. Business Communication Today. Taxman Publication, 1989.

Web Resources:

1. <http://lifelifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>

3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>

Teaching Plan:

Unit No.	Unit Title	Teaching Methods	No. of Lectures
I	Business Correspondence I	1) Lecture 2) Demonstration 3) Actual practice	15
II	Business Correspondence II	1. Lecture 2. Demonstration 3. Actual Practice	15

Evaluation Pattern

A) Continuous Internal Evaluation: Maximum Marks: 20

Method	Marks
(Class test, home assignment, seminar, etc.)	15
Attendance and active participation throughout semester	05

B) Semester End Examination: Maximum Marks: 30

Question No. and Sub questions (If any) (E.g. Q. 1 a) ...	Unit and sub unit (with number and title)	Type of Question (Essay / short note / Objective / Diagram, etc.)	Marks

Q. 1 A	Unit I	Objective type	10
Q.1 B	Unit I	Letter Writing (2 out of 3)	10
Q. 2 A	Unit II	Report Writing (1 out of 2)	10

Note :

1. The topic or unit for Internal Evaluation will be declared well in advance to the students.
2. The topics/ units for the Internal Evaluation and Semester End Examination may be interchanged with prior intimation to the students.

Date: 23/04/2024

Place: Ratnagiri

**Mr. Athalye Vasudev Manohar
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