



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



Bachelor of Vocation
RETAIL MANAGEMENT
B Voc Semester – I

Course Code	UBV01AECR01	Title of the Course	Business English I
Total Credit of Course	02	Hours Per Week	02

Course Objectives	<ol style="list-style-type: none"> To introduce learners to meaningful narratives that develop their ability to read, reflect, and interpret diverse human experiences. To strengthen language use by focusing on sentence construction, coherence, and effective use of grammar in everyday and academic writing. To build awareness of communication principles that support clear and confident interaction in personal, academic, and business contexts.
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Unit	Description	Weightage
1.	Text: A collection of short stories Name of the Text: GEMS OF WISDOM: An Anthology of Short Stories (Macmillan) (Selected Short Stories) <ol style="list-style-type: none"> The Lady, or the Tiger? by Frank R Stockton The Gift of the Magi by O' Henry An Astrologer's Day by R. K. Narayan 	35%
2.	Grammar: <ul style="list-style-type: none"> Tenses (Simple Present Tense, Present Continuous Tense, Present Perfect Tense, Simple Past Tense, Past Continuous Tense, Past Perfect Tense, Simple Future Tense) Paragraph Writing Vocabulary (Words often confused – 25 pairs of words in an attached sheet) 	35%
3.	Communication: <ul style="list-style-type: none"> Importance of Communication in Business Definitions of Communication Attributes of Communication The Process of Communication and Feedback 	30%

Teaching – Learning Methodology	Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations, Project based learning
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Use of e-resources, including films

Internal and / or External Examination Evaluation

Evaluation and Exam Pattern			
Sr. No.	Details of Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1.	Class Test	15	10
2.	Quiz	15	5
3.	Active Learning	5	-
4.	Home Assignment	5	5
5.	Class Assignment	5	-
6.	Attendance	5	5
Total Internal (%)		50 (100%)	25 (100%)
Total External (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learners will be able to

1.	Explore human emotions and values through stories, enhancing their critical thinking and interpretation skills.
2.	Improve accuracy in writing by using correct structures, sentence flow, and contextual word choices.
3.	Understand key elements of interaction that will help students express ideas clearly in academic and professional situations.

Suggested References:

Sr. No.	References
1.	Chaudhary, N. (2022). Advanced communication skills (English, Paperback).
2.	Crummy, D. (2024). Effective communication skills for personal and professional success.
3.	May, E. (2024). Interpersonal communication skills: The power of connection, clarity, and listening skills in your personal and professional relationships & successes.
4.	Pal, R., & Korlahalli, J. S. (2011). Essentials of business communication. Sultan Chand & Sons.
5.	Doctor, R. A., & Doctor, A. H. (2000). Principles and practice of business communication. AR Sheth & Company.
6.	Rai, U. S., & Rai, S. M. (2015). Business communication. Himalaya Publishing House.
7.	Mohan, K., & Benerji, M. (2009). Developing communication skills. <i>Macmillan</i> .
8.	Kaul, A. (2004). Effective business communication (Economy ed.). Prentice Hall
9.	Kaul, A. (2007). Business communication. Prentice Hall of India Pvt. Ltd.
10.	Rodrigues, M. V. (2013). Effective business communication. Concept Publishing House.

Digital Resources:

- 1 <https://www.businessenglishsite.com/>
2. <https://learnenglish.britishcouncil.org/business-english>
3. <https://clariti.app/blog/business-communication/>
4. <https://www.nextiva.com/blog/what-is-business-communication>
5. <https://slack.com/blog/collaboration/effective-business-communication-techniques>

A List of Words (Unit II)		
1	Accept	Except
2	Addition	Edition
3	Affect	Effect
4	Bail	Bale
5	Bridal	Bridle
6	Carton	Cartoon
7	Cite	Site
8	Coast	Cost
9	Dear	Deer
10	Decease	Disease
11	Dual	Duel
12	Eligible	Illegible
13	Empathy	Sympathy
14	Fare	Fair
15	Heal	Heel
16	Industrial	Industrious
17	Moral	Morale
18	Minor	Miner
19	Official	Officious
20	Principal	Principle
21	Piece	Peace
22	Role	Roll
23	Sole	Soul
24	Vacation	Vocation
25	Weather	Whether



Chairman
BOS of English
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College