



(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	UBV01SECR01	Title of the Course	Commercial Communication and Correspondence I
Total Credit of Course	02	Hours Per Week	02

Course Objectives	<ol style="list-style-type: none"> <li>To introduce learners to evolving digital platforms and help them adapt their communication practices to suit modern work environments.</li> <li>To guide students in developing formal writing abilities with a focus on precision, tone, and format required in workplace documentation.</li> <li>To enable learners to respond to everyday business scenarios through well-crafted written interactions that reflect clarity and purpose.</li> </ol>
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Unit	Description	Weightage
1.	<b>Non-Verbal aspects of Communication</b> <ul style="list-style-type: none"> <li>Kinesics (Body Language)</li> <li>Proxemics</li> <li>Paralanguage</li> </ul>	35%
2.	<b>Business Correspondence</b> Structure/Format/Layout of a business letter <b>Regular parts:</b> Letterhead, Date, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature <b>Occasional parts:</b> Reference No., Attention line, Carbon copy notation, Identification initials, Enclosures) <b>Essentials of Good Business Writing:</b> Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude	35%
3.	<b>Business Writing related to Inquiry and Replies to Inquiries</b> (Letters concerning catalogues, prices, quotations, samples, demonstration ,discount ,credit, mode of delivery, package ,concession, terms of sale, mode Of payment, transportation)	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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## Internal and / or External Examination Evaluation

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

<b>Course Outcomes: Having completed this course, the learners will be able to</b>	
1.	Demonstrate an understanding of key non-verbal aspects of communication and apply them effectively in business contexts to enhance interpersonal interactions, build professional relationships, and ensure clarity in communication.
2.	Produce well-structured formal messages by following appropriate tone, layout, and expression to ensure clarity and professionalism.
3.	Create purposeful written responses for common workplace situations by selecting suitable language and structure for effective interaction.

<b>Suggested References:</b>	
Sr. No.	References
1.	<b>Chaudhary, N.</b> (2022). Advanced communication skills (English, Paperback).
2.	<b>Crummy, D.</b> (2024). Effective communication skills for personal and professional success.
3.	<b>May, E.</b> (2024). Interpersonal communication skills: The power of connection, clarity, and listening skills in your personal and professional relationships & successes.
4.	<b>Pal, R., &amp; Korlahalli, J. S.</b> (2011). Essentials of business communication. Sultan Chand & Sons.
5.	<b>Doctor, R. A., &amp; Doctor, A. H.</b> (2000). Principles and practice of business communication. AR Sheth & Company.
6.	<b>Rai, U. S., &amp; Rai, S. M.</b> (2015). Business communication. Himalaya Publishing House.
7.	<b>Mohan, K., &amp; Benerji, M.</b> (2009). Developing communication skills. <i>Macmillan</i> .
8.	<b>Kaul, A.</b> (2004). Effective business communication (Economy ed.). Prentice Hall
9.	<b>Kaul, A.</b> (2007). Business communication. Prentice Hall of India Pvt. Ltd.
10.	<b>Rodrigues, M. V.</b> (2013). Effective business communication. Concept Publishing House.
<b>Digital Resources:</b>	
1	<a href="https://www.businessenglishsite.com/">https://www.businessenglishsite.com/</a>
2.	<a href="https://learnenglish.britishcouncil.org/business-english">https://learnenglish.britishcouncil.org/business-english</a>
3.	<a href="https://clariti.app/blog/business-communication/">https://clariti.app/blog/business-communication/</a>
4.	<a href="https://www.nextiva.com/blog/what-is-business-communication">https://www.nextiva.com/blog/what-is-business-communication</a>
5.	<a href="https://slack.com/blog/collaboration/effective-business-communication-techniques">https://slack.com/blog/collaboration/effective-business-communication-techniques</a>

  
**Chairman**  
**BOS of English**  
**Anand Commerce College**

  
**Academic Coordinator**  
**Anand Commerce College**

  
**Principal**  
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