



(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 2025-2026

Bachelor of Computer Applications
BCA Semester – I

Course Code	UCA01AEBCA07	Title of the Course	Commercial Communication I
Total Credits of the Course	2	Hours per Week	2

Course Objectives	<ol style="list-style-type: none">1. To develop writing skills among the students so that they can use English As a foreign language for written communication.2. To expose the students to specific channels of communication in Business organization.3. To make the learner proficient in the use of the English language.
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Course Content		
Unit	Description	Weightage* (%)
1.	Mechanics of effective Business Communication: <ul style="list-style-type: none">• Concept, Definitions and Attributes of Communication• Importance of Communication in Business• The Process of Communication (Communication Cycle)• Feedback in Communication (General questions/short notes may be asked)	35% 11 Hr.
2.	Types of Communication <ul style="list-style-type: none">• Upward Communication• Downward Communication• Horizontal Communication• Grapevine Communication	35% 11 Hr.
3.	Grammar: <ul style="list-style-type: none">• Tenses: Present Simple, Present Progressive, Present Perfect, Present Perfect Progressive, Past Simple, Past Progressive, Past Perfect, Future Tense Simple• Modals Auxiliaries: Shall, Will, should, would, can, could, may might, must, ought to, dare	30% 08 Hr.

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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Course Outcomes: Having completed this course, the learner will be able to	
CO1.	Students are able to use English as a foreign language for written Communication.
CO2.	To develop skills in active listening and empathetic communication to better understand and respond to stakeholders' needs and concerns.
CO3.	Learners understands specifics component of basic English Grammar and use them for oral expression and Business writing.

Suggested References:	
Sr.No.	References
1.	Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons) Thirteenth revised and enlarged edition,2011 reprint 2013.
2.	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai) Nineteenth edition January,2009.
3..	Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai) Second revised edition 2019
4.	Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan),2000.
5.	Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition),2015
6.	Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi) Twenty-first Impression,2009
7.	Effective Business Communication – M V Rodriques (Concept Publishing House),1992
8.	High School English Grammar & Composition Wren and Martin Revised by Dr. N.D.V.Prasada,2017
Digital resources to be used if available as reference material	
Digital Resources	
https://www.grammarly.com/handbook	
https://www.oxfordonlineenglish.com	



Chairman
BOS of English
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College