



**Bachelor of Vocation**  
**ACCOUNT & FINANCE**  
**B Voc Semester – II**

<b>Course Code</b>	<b>UBV02AECA01</b>	<b>Title of the Course</b>	<b>Business English II</b>
<b>Total Credit of Course</b>	<b>02</b>	<b>Hours Per Week</b>	<b>02</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>To introduce learners to meaningful narratives that develop their ability to read, reflect, and interpret diverse human experiences.</li> <li>To develop an understanding of the fundamental concepts, processes, and significance of communication in academic and professional environments.</li> <li>To familiarize learners with key non-verbal elements like body language, space, and tone, and help them apply these cues to improve interpersonal and workplace communication.</li> </ol>
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<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<p><b>Text: A collection of short stories</b> <b>Name of the Text: GEMS OF WISDOM: An Anthology of Short Stories (Macmillan) (Selected Short Stories)</b></p> <ol style="list-style-type: none"> <li>The Model Millionaire by Oscar Wilde</li> <li>The Ant and the Grasshopper by W S Maugham</li> <li>The Diamond Necklace by Guy de Maupassant</li> </ol>	<b>35%</b>
<b>2.</b>	<p><b>Types of Communication: (Definitions, Objectives, Limitations)</b></p> <ul style="list-style-type: none"> <li>Upward Communication</li> <li>Downward Communication</li> <li>Horizontal Communication</li> <li>Grapevine Communication – Informal Channel of Communication</li> </ul>	<b>35%</b>
<b>3.</b>	<p><b>Barriers to Communication:</b></p> <ul style="list-style-type: none"> <li>Physical Barriers to Communication</li> <li>Semantic Barriers to Communication (bypassing instructions, interpretation of words, connotations &amp; denotations)</li> <li>Socio-psychological Barriers to Communication</li> <li>Wrong Choice of Medium</li> </ul>	<b>30%</b>


<b>Teaching – Learning Methodology</b>	<p>Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations, Project based learning Use of e-resources, including films</p>
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## Internal and / or External Examination Evaluation

<b>Evaluation and Exam Pattern</b>			
<b>Sr. No.</b>	<b>Details of Evaluation / Exam Pattern</b>	<b>50 Marks (%)</b>	<b>25 Marks (%)</b>
1.	<b>Class Test</b>	<b>15</b>	<b>10</b>
2.	<b>Quiz</b>	<b>15</b>	<b>5</b>
3.	<b>Active Learning</b>	<b>5</b>	<b>-</b>
4.	<b>Home Assignment</b>	<b>5</b>	<b>5</b>
5.	<b>Class Assignment</b>	<b>5</b>	<b>-</b>
6.	<b>Attendance</b>	<b>5</b>	<b>5</b>
<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:</b> 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.	Distinguish between upward, downward, horizontal, and grapevine communication and explain their roles in organizational effectiveness.
3.	Identify common barriers to effective communication and suggest strategies to overcome them in workplace settings.

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

  
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