



(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 – II

Course Code	UBV02AECR01	Title of the Course	Business English II
Total Credit of Course	02	Hours Per Week	02

Course Objectives	<ol style="list-style-type: none">1. To introduce learners to meaningful narratives that develop their ability to read, reflect, and interpret diverse human experiences.2. To develop an understanding of the fundamental concepts, processes, and significance of communication in academic and professional environments.3. 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.
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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) 1) The Model Millionaire by Oscar Wilde 2) The Ant and the Grasshopper by W S Maugham 3) The Diamond Necklace by Guy de Maupassant	35%
2.	Types of Communication: (Definitions, Objectives, Limitations) <ul style="list-style-type: none">• Upward Communication• Downward Communication• Horizontal Communication• Grapevine Communication – Informal Channel of Communication	35%
3.	Barriers to Communication: <ul style="list-style-type: none">• Physical Barriers to Communication• Semantic Barriers to Communication (bypassing instructions, interpretation of words, connotations & denotations)• Socio-psychological Barriers to Communication• Wrong Choice of Medium	30%

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

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


Chairman
BOS of English
Anand Commerce College


Academic Coordinator
Anand Commerce College


Principal
Anand Commerce College