



(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	UBV02SECR01	Title of the Course	Commercial Communication and Correspondence II
Total Credit of Course	02	Hours Per Week	02

Course Objectives	<ol style="list-style-type: none">1. To draft clear and professional written requests and responses for financial services, using appropriate tone and structure.2. To prepare effective written communications for business partnerships, including appointments, evaluations, and discontinuations.3. To create persuasive messages to attract customers and improve outreach by promoting product or service visibility.
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Unit	Description	Weightage
1.	Banking Correspondence Letters concerning: Opening of Current Account, stopping payment of a cheque, Wrongful dishonour of cheque, Application for an overdraft facility. Application for housing loan	35%
2.	Agency Correspondence (Theory and Letters) Letters concerning: Application for obtaining Agency (solicited and Unsolicited), Reply to application, appreciating the agent for better performance, reprimanding agent for poor sales, termination of agency.	35%
3.	Sales Promotion Letters (Theory and Letters) Questions on Theory, Drafting of letters to promote the sales of products and services	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

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.	Draft formal written requests and responses related to financial services by applying appropriate tone, structure, and purpose to professional situations.
2.	Prepare written communications for business partnerships, reflecting an understanding of various scenarios, including appointments, evaluations, and discontinuation.
3.	Design persuasive messages to attract customers and improve outreach, using techniques that support product or service visibility.

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