



(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 Commerce**  
**B COM Semester – II**

<b>Course Code</b>	<b>UC02AECOM01</b>	<b>Title of the Course</b>	<b>Business Communication Skills 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>1. To explain the students to learn basic concepts of communication effectively.</li><li>2. To enhance the writing skills of students in drafting business emails.</li><li>3. To enhance the reading comprehension skills of the students.</li></ol>
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<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>Business Communication:</b> <ul style="list-style-type: none"><li>• Concept of Communication</li><li>• Meaning</li><li>• Process</li><li>• Definition</li><li>• Types of Communication</li><li>• Attributes</li></ul>	<b>35%</b>
<b>2.</b>	<b>Effective Business Writing:</b> <ul style="list-style-type: none"><li>• Structure/Format/E-MAIL</li><li>• Writing Formal and Informal Emails on various topics</li><li>• Preparing email text for inquiry, reply, placing and cancellation of orders</li></ul> (Emails for inquiry, reply, placing and cancellation of orders can be asked)	<b>35%</b>
<b>3.</b>	<b>Comprehension-Unseen passage</b> <ul style="list-style-type: none"><li>• General Questions of comprehension based on unseen passage will be asked</li></ul>	<b>30%</b>

<b>Teaching – Learning Methodology</b>	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
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>Total External (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

Course Outcomes: Having completed this course, the learners will be able to	
1.	Understand and practice the theories and principles of communication Skills
2.	Practice effective Business Writing through Emails.
3.	Comprehend effectively both in reading and writing.

Suggested References	
Sr. No.	References
1	Rodrigues, M. V. (1992). Effective business communication. Concept Publishing House.
2	Mohan, K., & Banerji, M. (2000). Developing communication skills. Macmillan.
3	Doctor, R. A., & Doctor, A. H. (2009). Principles and practice of business communication (19th ed.). A. R. Sheth & Company.
4	Kaul, A. (2009). Business communication (21st impression). Prentice Hall of India Pvt Ltd.
5	Pal, R., & Korlahalli, J. S. (2013). Essentials of business communication (13th rev. & enl. ed.). Sultan Chand & Sons.
6	Kaul, A. (2015). Effective business communication (Economy ed.). Prentice Hall.
7	Macmillan. (2017). Gems of wisdom: An anthology of short stories.
8	Wren, P. C., & Martin, H. (2017). High school English grammar & composition (Rev. by N. D. V. Prasada Rao). S. Chand Publishing.
9	Rai, U. S., & Rai, S. M. (2019). Business communication (2nd rev. ed.). Himalaya Publishing House.
On-line resources to be used as and when required.	
<ul style="list-style-type: none"> <li>• Schramm's model of communication - Wikipedia</li> <li>• <a href="https://www.brainkart.com/article/Business-Communication_37713/">https://www.brainkart.com/article/Business-Communication_37713/</a></li> <li>• Tenses Chart With Examples, Rules, Usage • Englishan</li> <li>• ALL PRESENT Verb Tenses: Simple, Progressive, Perfect and Perfect Continuous - English Speaking 360</li> <li>• Business communication - Wikipedia</li> </ul>	

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

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

  
**Principal**  
**Anand Commerce College**