



(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 – II**

Course Code	UCA02AEBCA07	Title of the Course	Commercial Communication - II
Total Credits of the Course	2	Hours per Week	2

Course Objectives	<ol style="list-style-type: none">1. To equip students with the mechanics of Commercial/ Business Writing.2. To develop skills in active listening and empathetic communication to better understands and responds to stakeholders' needs and concerns.3. Understand the concept of communication barriers and their impact on effective communication.
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Course Content		
Unit	Description	Weightage* (%)
1.	Effective Business Writing: Structure/Format/Layout and various parts of a formal business letter writing /an Email: <ul style="list-style-type: none">• Regular parts - (Letterhead, Date, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature)• Occasional parts - (Reference No., Attention line, Carbon copy notation, Identification mark, Enclosures)• Essentials/qualities of an effective business letter - Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude (Consideration)• (General questions/short notes may be asked)	35% 11 Hr.
2.	Inquiry Letters and Replies to Inquiries: <ul style="list-style-type: none">• Letters concerning catalogues, prices, quotations, samples, discounts, credit, mode of delivery, concessions, mode of payment, transportation, etc.• Firm Offer• Voluntary Offer	35% 11 Hr.

3.	Barriers to Communication: <ul style="list-style-type: none"> • Physical Barriers to Communication • Semantic Barriers to Communication • Socio-psychological Barriers to Communication 	30% 08 Hr.
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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	To equip students with the skills required for effective Commercial/Business Writing.
CO2	To develop skills in active listening and empathetic communication to understand and respond to stakeholders' needs and concerns.
CO3	To understand the concept of communication barriers and their impact on effective communication.

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
Digital resources to be used if available as reference material	
Digital Resources	
https://www.mindtools.com	
https://edu.gcfglobal.org/en/topics/softskills/	


Chairman
BOS of English
Anand Commerce College


Academic Coordinator
Anand Commerce College


Principal
Anand Commerce College