Saurashtra University

Rajkot

Board of Studies in English

Draft Syllabus

Bachelor of Commerce (B. Com.)

Foundation Course in English

Business Communication

(Semester I to VI)

In effect from 2019 onwards
B. Com. Semester I

Name of the Course: Foundation Course in English (I)
Course credit: 03
Teaching Hours: 45 (Hours)
Total marks: 100
Distribution of Marks: 70 Marks semester end examination
30 Marks Internal assessment (CCA)

Objectives:
The course intends to initiate the students in English language
The course intends to initiate the students in Business English

FOUNDATION COURSE IN ENGLISH: FCE 1
(Sem. I)

Text (Units 1 to 5) Bliss (McMillan) 40 Marks

Grammar:

- Tenses 10 Marks
- Subject –verb agreement 05 Marks
- Comprehension 10 Marks
- Antonyms/Synonyms 05 Marks

Total 70 Marks

Recommended Reading:

Murphy’s English Grammar (with CD- Rom). Cambridge University Press.

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B. Com. Semester II

Name of the Course: Foundation Course in English (II)
Course credit: 03
Teaching Hours: 45 (Hours)
Total marks: 100
Distribution of Marks: 70 Marks semester end examination
30 Marks Internal assessment (CCA)

Objectives:
The course intends to initiate the students in English language
The course intends to initiate the students in Business English

FOUNDATION COURSE IN ENGLISH: FCE 2
(Sem. II)
Text (Units 6 to 10) Bliss (McMillan) 40 Marks
Composition
- Parts of Speech 10 Marks
- Paragraph Writing 10 Marks
- Information Transfer 10 Marks

Total 70 Marks

Recommended Reading:

Murphy’s English Grammar (with CD- Rom). Cambridge University Press.

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FOUNDATION COURSE IN ENGLISH: FCE 3(Sem. III)

Name of the Course: Foundation Course in English (III)
Course credit: 03
Teaching Hours: 45 (Hours)
Total marks: 100
Distribution of Marks: 70 Marks semester end examination
30 Marks Internal assessment (CCA)

Objectives:
The course intends to strengthen the students’ English language skill.
The course intends to equip the students with language skills for business and commerce.

Text. (Units 1 to 4 and 7 from Part I) Prelude Orient BlackSwan, 40 Marks

Grammar:
- Preposition 05 Marks
- Indirect Narration 10 Marks
- Prefixes and Suffixes 05 Marks
- Dialogue Writing 10 Marks

Total 70 Marks

Recommended Reading:
Murphy’s English Grammar (with CD- Rom). Cambridge University Press.

BUSINESS COMMUNICATION: BC 1 (Sem. III)

Name of the Course: Business Communication (I)
Course credit: 03
Teaching Hours: 45 (Hours)
Total marks: 100
Distribution of Marks: 70 Marks semester end examination
30 Marks Internal assessment (CCA)

Objectives:
The course intends to initiate the students in English language. At the end of the course the students will acquire communication skill essential for business. The course intends to initiate the students in Business English
No | Unit                                                      | Marks |
---|----------------------------------------------------------|-------|
1  | Concept & Objectives of Communication                    | 10    |
   | * Introduction, Definition, Process & Objectives of Communication |       |
2  | Methods of Communication                                 | 15    |
   | * Verbal & Non-Verbal Communication                      |       |
3  | Types of Communication                                   | 05    |
   | * Formal & Informal Channels of Communication            |       |
4  | Barriers to Communication                                | 10    |
   | * Barriers to Communication                              |       |
   | * How to Break the Barriers                              |       |
5  | Written Communication: Business Letters                  | 10    |
   | * Parts of Business Letters                              |       |
   | * Outward Appearance of Business Letters                 |       |
   | * Essentials of Business Letters                         |       |
6  | Practical Letter Writing                                 | 10    |
   | * Letters of Inquiry & Reply                            |       |
7  | Practical Letter Writing                                 | 10    |
   | * Letters of Order & Execution                           |       |

**Recommended reading:**

Communication Skills by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009  
Business Communication: Basic Concepts and Skills; by J. P. Parikh et. al.; Orient BlackSwan.  
Business Communication; by Rajesh Vishwanathan; Himalaya Publishers  

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Name of the Course:       Foundation Course in English (IV)
Course credit:            03
Teaching Hours:           45 (Hours)
Total marks:              100

Saurashtra University English Syllabus (B. Com.) 2019
Distribution of Marks:

- 70 Marks semester end examination
- 30 Marks Internal assessment (CCA)

Objectives:
The course intends to strengthen the students’ English language skill.
The course intends to equip the students with language skills for business and commerce.

FOUNDATION COURSE IN ENGLISH: FCE 4 (Sem. IV)

Text. (Units 1 to 4 and 5 from Part II) *Prelude* Orient Black Swan, 40 Marks

Grammar & Composition:

- Voices 10 Marks
- Developing Story from the Outline 10 Marks
- Expansion of Idea 10 Marks

Total 70 Marks

Recommended Reading:


BUSINESS COMMUNICATION: BC 2 (Sem. IV)

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<th>IV</th>
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<td>Business Communication (II)</td>
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<tr>
<td>Course credit:</td>
<td>03</td>
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<tr>
<td>Teaching Hours:</td>
<td>45 (Hours)</td>
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<tr>
<td>Total marks:</td>
<td>100</td>
</tr>
<tr>
<td>Distribution of Marks:</td>
<td>70 Marks semester end examination 30 Marks Internal assessment (CCA)</td>
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Objectives:
The course intends to initiate the students in English language. At the end of the course the students will acquire communication skill essential for business.
The course intends to initiate the students in Business English

<table>
<thead>
<tr>
<th>No</th>
<th>Unit</th>
<th>Marks</th>
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<tbody>
<tr>
<td>1</td>
<td>Effective Presentation/speech</td>
<td>15 Marks</td>
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</table>
i. Qualities of good presentation, ii. Audio visual tools of presentation,
iii. Advantages of audio visual aids in presentation
iv. Qualities of good speech in presentation

2. Media and Modes 05 Marks
   * E-Mail, Video-Conferencing, Cell phone

3. Job Interview: i. Preparing for an interview 10 Marks
   ii. Body language in interview
   iii. Attitude and personality in interview

Practical Letter Writing 10 Marks
   * Letters of Complaint & Adjustment

4  Practical Letter Writing 10 Marks
   * Collection Letters

5  Practical Letter Writing 10 Marks
   * Sales Letters

6  Report Writing 10 Marks
   * Individual Report Writing

**Recommended reading:**

Communication Skills by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009
Business Communication: Basic Concepts and Skills; by J. P. Parikh et. al.; Orient BlackSwan.
Business Communication; by Rajesh Vishwanathan; Himalaya Publishers

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**B. Com. Semester V**

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<tr>
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<tbody>
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<td>Teaching Hours:</td>
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<td>Total marks:</td>
<td>100</td>
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<tr>
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</table>
Objectives:
The course intends to familiarize the students with various ideas related to commerce and
business. The course aims to hone students’ skill in English language and make them
confident about using the language.

FOUNDATION COURSE IN ENGLISH: FCE 5(Sem. V)

Text. (Units 1 to 5) *English and Soft Skills*, Orient Black Swan.
40 Marks

Grammar and Composition:

- Modal Auxiliary Verbs 10 Marks
- Press Release 10 Marks
- Official Mails and Letters 10 Marks

Total 70 Marks

Recommended Reading:


B. Com. Semester VI

Name of the Course: *Foundation Course in English (VI)*
Course credit: 03
Teaching Hours: 45 (Hours)
Total marks: 100
Distribution of Marks: 70 Marks semester end examination
30 Marks Internal assessment (CCA)

Objectives:
The course intends to familiarize the students with various ideas related to commerce and
business. The course aims to hone students’ skill in English language and make them
confident about using the language.

FOUNDATION COURSE IN ENGLISH: FCE 6(Sem. VI)
Text. (Units 6 to 10) *English and Soft Skills*, Orient Black Swan.

40 Marks

Grammar and Composition:

- Essay writing 10 Marks
- Comprehension of Share Market Report 10 Marks
- Questionnaires (Business related) 10 Marks

Total 70 Marks

**Recommended Reading:**