



**Programme: B Com Semester: III**  
**Ability Enhancement Course**

<b>Course Code</b>	UB03AECOM01	<b>Title of the Course</b>	Commercial Communication I
<b>Total Credits of the Course</b>	02	<b>Hours per Week</b>	02

<b>Course Objectives:</b>	The programme has been designed to acquaint the learner with the creative use of the English language commercial communications. It also introduces the learner to the basic concepts and practices of business writing with essentials of writing effectively in the English Language.
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<b>Course Content</b>		
	<b>Description</b>	<b>Weightage</b>
1.	<b>Text:</b> A collection of short stories <b>Name of the Text:</b> GEMS OF WISDOM: An Anthology of Short Stories <ol style="list-style-type: none"><li>1. The Lady, or the Tiger? by Frank R Stockton</li><li>2. The Gift of The Magi by O' Henry</li><li>3. An Astrologer's Day by R. K. Narayan</li></ol> (text-based short questions may be asked)	50%
2.	<b>Business Communication:</b> Types of Communication (Vertical – Upward, Downward / Horizontal / Consensus / Grapevine)	50%

<b>Teaching- Learning Methodology</b>	<b>Learner-centered Instructional methods</b> Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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<b>Course Outcomes:</b> After completion of the course, the learner	
1.	<ul style="list-style-type: none"><li>• Develops proficiency in Communicative English</li><li>• Interprets the language with enriched vocabulary</li><li>• Employs the basic concepts of the English language for practical purposes..</li></ul>

Sr. No.	References
	<ul style="list-style-type: none"><li>• Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand &amp; Sons)</li><li>• Principles and Practice of Business Communication – Rhoda A Doctor &amp; Aspi H Doctor (AR Sheth&amp; Company, Mumbai)</li><li>• Business Communication – U S Rai&amp; S M Rai (Himalaya Publishing House, Mumbai)</li><li>• Developing Communication Skills – Krishna Mohan &amp; Meera Benerji (Macmillan)</li><li>• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)</li><li>• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)</li><li>• Effective Business Communication – M V Rodriques (Concept Publishing House)</li><li>• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)</li><li>• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)</li><li>• Communication Skills – Sajaykumar, Pushplata (OUP 2011)</li></ul>

On-line resources to be used as and when required.  
SWAYAM-[https://onlinecourses.swayam2.ac.in/nou24\\_cm21/preview](https://onlinecourses.swayam2.ac.in/nou24_cm21/preview)

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