

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: II**  
**Syllabus with effect from : November 2011**

<b>Paper Code:</b> UB02FCOM01	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> English and Business Communication - II	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Introducing Business Communication</b> Concept, Definition and Characteristics (Attributes) of Communication The Process of Communication (Communication Cycle) Objectives of Communication (Short notes and objective questions may be asked)	<b>25 %</b>
<b>2</b>	<b>Business Correspondence</b> Structure, format, layout of a business letter (regular parts / occasional parts; essentials / qualities of an effective business letter (correctness, conciseness, clarity, courtesy, coordination, appropriateness, 'You' attitude, etc.) (Short notes and objective questions may be asked)	<b>25 %</b>
<b>3</b>	<b>Inquiry letters (Requests) and Replies to Inquiries</b> (Letters concerning catalogues, prices, quotations, samples, demonstration, discount, credit, mode of delivery, package, concession, terms of sale, mode Of payment, transportation) ( Drafting of two letters may be asked)	<b>25 %</b>
<b>4</b>	<b>Placing of Orders</b> <b>Placing of Orders</b> (Letters concerning trial order, routine order, postponing the order, reserving the right to reject the goods, requests for changes in orders already placed, order with conditions attached, cancellation of orders) <b>Execution of Orders</b> (Delay in execution of order, request for extension of time in delivery of goods, partial execution of order, declining the order, offering substitute goods, cancellation of orders) ( Drafting of two letters may be asked)	<b>25 %</b>



## Basic Text & Reference Books

- Developing Communication Skills
- by Krishna Mohan and Meera Banerji(Macmillan)
- Effective Business Communication
- by Asha Kaul (Prentice Hall – Economy Edition)
- Principles and Practice of Business Communication
- by Rhoda Doctor and Aspi Doctor (Sheth Publishers Ltd)
- Business Communication
- by Urmila Rai and S M Rai (Himalaya Publishing House)
- Essentials of Business Communication
- by Rajendra Pal and J. S. Korlahalli (Sultan Chand and Sons, New Delhi)
- A Practical English Grammar
- by Thomson and Martinet
- Practical English Usage
- Michael Swan (Amazon.co.uk)
- Oxford Practice Grammar
- by John Eastwood (OUP)

