

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. Syllabus

Effective from June 2019 in phased manner

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	70Marks
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Recommended Reading:

Murphy's English Grammar (with CD- Rom). Cambridge University Press.
Thomson and Martinet. *A Practical English Grammar* (4th edition). Oxford University Press.
Redman, Stuart. 1997. *English Vocabulary in Use: Pre-intermediate and Intermediate*.
Cambridge University Press.
Jones Daniel. *English Pronouncing Dictionary* (with CD – Rom). Cambridge University
Press.

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.

Thomson and Martinet. *A Practical English Grammar* (4th edition). Oxford University Press.

Redman, Stuart. 1997. *English Vocabulary in Use: Pre-intermediate and Intermediate*.

Cambridge University Press.

Jones Daniel. *English Pronouncing Dictionary* (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:

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|-------------------------|----------|
| • Preposition | 05 Marks |
| • Indirect Narration | 10 Marks |
| • Prefixes and Suffixes | 05 Marks |
| • Dialogue Writing | 10 Marks |

Total	<hr/> 70 Marks
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Recommended Reading:

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

Thomson and Martinet. *A Practical English Grammar* (4th edition). Oxford University Press.

Redman, Stuart. 1997. *English Vocabulary in Use: Pre-intermediate and Intermediate*.

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 * Introduction, Definition, Process & Objectives of Communication	10
2	Methods of Communication * Verbal & Non-Verbal Communication	15
3	Types of Communication * Formal & Informal Channels of Communication	05
4	Barriers to Communication * Barriers to Communication * How to Break the Barriers	10
5	Written Communication: Business Letters * Parts of Business Letters * Outward Appearance of Business Letters * Essentials of Business Letters	10
6	Practical Letter Writing * Letters of Inquiry & Reply	10
7	Practical Letter Writing * Letters of Order & Execution	10

Recommended reading:

Communication Skills by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009

Technical Communication: Principles and Practice 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

Business Communication and Report Writing by R.C. Sharma and Krishna Mohan, Tata McGraw-Hill Publishing Company Ltd., 2006

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Name of the Course:	Foundation Course in English (IV)
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.

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

Text. (Units 1 to 4 and 5 from Part II) <i>Prelude</i> Orient Black Swan,	40 Marks
Grammar & Composition:	
• Voices	10 Marks
• Developing Story from the Outline	10 Marks
• Expansion of Idea	10 Marks
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Total	70 Marks

Recommended Reading:

Murphy's English Grammar (with CD- Rom). Cambridge University Press.
 Thomson and Martinet. *A Practical English Grammar* (4th edition). Oxford University Press.
 Redman, Stuart. 1997. *English Vocabulary in Use: Pre-intermediate and Intermediate*.
 Cambridge University Press.

BUSINESS COMMUNICATION: BC 2 (Sem. IV)

B. Com. Semester	IV
Name of the Course:	Business Communication (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. 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	Effective Presentation/speech	15 Marks

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 ii. Body language in interview iii. Attitude and personality in interview	10 Marks
Practical Letter Writing	10Marks
* Letters of Complaint & Adjustment	
4 Practical Letter Writing	10 Marks
* Collection Letters	
5 Practical Letter Writing	10Marks
* Sales Letters	
6 Report Writing	10 Marks
* Individual Report Writing	

Recommended reading:

Communication Skills by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009
 Technical Communication: Principles and Practice 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
Business Communication and Report Writing by R.C. Sharma and Krishna Mohan, Tata McGraw-Hill Publishing Company Ltd., 2006

B. Com. Semester V

Name of the Course:	Foundation Course in English (V)
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 5(Sem. V)

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

Grammar and Composition:

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

Total	70 Marks
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Recommended Reading:

Murphy's English Grammar (with CD- Rom). Cambridge University Press.
Thomson and Martinet. *A Practical English Grammar* (4th edition). Oxford University Press.
Redman, Stuart. 1997. *English Vocabulary in Use: Pre-intermediate and Intermediate*.
Cambridge University Press.
Jones Daniel. *English Pronouncing Dictionary* (with CD – Rom). Cambridge University Press.

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:

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

Thomson and Martinet. *A Practical English Grammar* (4th edition). Oxford University Press.

Redman, Stuart. 1997. *English Vocabulary in Use: Pre-intermediate and Intermediate*.
Cambridge University Press.

Jones Daniel. *English Pronouncing Dictionary* (with CD – Rom). Cambridge University
Press.