



K.S.K.V. Kachchh University
BACHELOR OF BUSINESS ADMINISTRATION
Semester-VI

With Effect From Academic Year 2023-24

AEC 601 A: Commercial Communication

Objective: The main objective of this course is to develop skills of English among students which can help them to communicate fluently in the business world.

Course Contents :

Module No.	Modules/ Sub Modules
1	BUSINESS COMMUNICATION 1. Resume Writing – Skills to develop a good resume with examples 2. Questionnaire – Close ended and Open ended Questions as per the situation INTERVIEW AND INTERVIEWING SKILLS Preparing for an Interview, Pre and During Interview – Tips, Dressing for Interview – Males and Females
2	BUSINESS IDIOMS [LIST IS PROVIDED BELOW] Meaning and Usage in sentences GROUP DISCUSSION TECHNIQUES GD – Types, Do's and Don'ts in a G.D

Topics for Assignments: Study on all important topics involved. Practice learning for mentioned topics with the use of audio visual aids.

Suggested Topics for Seminar: Business Applications of the course contents.

Recommended Text Books & Suggested reference Books:

- Student Learner's Dictionary (Oxford)
- Business communications by Neeru Vashishth, Namita Rajput
- English Grammar and Composition – Wren and Martin
- Managerial Communication – Prakash Khuman and Bhupesh Gupta



List of Idioms:

<ol style="list-style-type: none">1. Think outside the box2. Back to the drawing board3. In the loop / Out of the loop4. Ballpark figure5. Get the ball rolling6. On the same page7. Low-hanging fruit8. Move the goalposts9. Synergy10. Raise the bar11. Hit the ground running12. Call the shots13. The bottom line14. Think on your feet15. Game changer	<ol style="list-style-type: none">16. Run something up the flagpole17. Go the extra mile18. Put all your eggs in one basket19. The elephant in the room20. In a nutshell21. Cut corners22. Take the bull by the horns23. Circle back24. Up in the air25. Get down to business26. On the back burner27. Crunch the numbers28. Ahead of the curve
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Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

Note. - University examination will be of 25 Marks and 60 minutes (1.00Hrs.)





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Semester-VI

With Effect From Academic Year 2023-24

AEC 601 B: Business English

Objective: The main objective of this course is to develop skills of English among students which can help them to communicate fluently in the business world.

Course Contents :

Module No.	Modules/ Sub Modules
1	Text: A collection of short stories Name of the Text: Prism: An Anthology of Short Stories Section II - A Taste of India (Cambridge University Press) 1. A Shadow by R. K. Narayan 2. The Weed by Amrita Pritam 3. Arjun by Mahashweta Devi (text-based short questions may be asked)
2	Business Writing: A). Structure/Format/Layout of a business letter Regular parts- (Letterhead, Date, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature) Occasional parts-(Reference No., Attention line, Carbon copy notation, Identification initials, Enclosures) Essentials of good business writing Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude (Consideration) A). Business Writing related to Inquiry and Replies to Inquiries.

Topics for Assignments: Study on all important topics involved. Practice learning for mentioned topics with the use of audio visual aids.

Suggested Topics for Seminar: Business Applications of the course contents.

Recommended Text Books & Suggested reference Books:

- Student Learner's Dictionary (Oxford)
- Business communications by Neeru Vashishth, Namita Rajput
- English Grammar and Composition – Wren and Martin
- Managerial Communication – Prakash Khuman and Bhupesh Gupta



Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

Note. - University examination will be of 25 Marks and 60 minutes (1.00Hrs.)

