



Krantiguru Shyamji Krishna Verma Kachchh University
Mundra Road, Bhuj – KACHCHH- 370001.

DEPARTMENT OF ENGLISH
B.COM. SEMESTER I TO VI

W.E.F. June 2016-17.

Nawal Kishor Sharma
CHAIRMAN

V. S. V. K. M.
DEAN



B. CoM. (CBCS) Semester I
Core Compulsory Course / Course Code: CCEN101
Course Title: General English

Unit I Prescribed Text

White Desert : A Textbook for College Students

Edited by the Members of the Board of Studies for English, KSKV Kachchh University and published by Macmillan Publishers India Limited

Unit II Remedial Grammar

Determiners Uses of Primary and Modal Auxiliary Verbs Tenses

Unit III (A) Developing Speaking Skills

Greeting

Introducing persons

Making Requests

Making Suggestions

Asking for and offering help

(B) Developing Reading and Writing Skills

Comprehension of a prose passage

Paragraph writing/ Article writing



Testing Pattern

Semester End University Examination:

Max. Marks : 70 Time : 2 Hours 15 Minutes (For Regular Students)
Max. Marks : 100 Time : 3 Hours (For External Students)

University Examination Format

Note:

- 1) Section A is for both the Regular and External students. The duration of examination for the Regular students will be 2.15 hrs.
- 2) Section B is only for the External students. The duration of examination for the External students will be 3 hrs.

Section A			
Question No.	Unit	Type of Questions	Marks
1(A)	1	Short notes (two out of four)	10
(B)		Answer in short (five out of seven)	10
2(A)	2	Exercise based on topics specified as remedial grammar	05
(B)		Exercise based on topics specified as remedial grammar	05
(C)		Exercise based on topics specified as remedial grammar	05
3(A)	3	Dialogue writing /complete the dialogue based on various functions specified as Developing Speaking Skills in Unit III	05
(B)		Comprehension of a prose passage	10
(C)		Paragraph writing / Article writing (One out of three)	10
4	1-3	Multiple Choice Questions, True-False choice questions, One-line answer type questions (ten questions to be asked)	10
Section B			
5	1	Essay type questions with choice	20
6	2	Exercise based on topics specified as remedial grammar	10



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Mundra Road, Bhuj - Kachchh.

Bachelor of Commerce
(With Effect From Academic Year 2011-12)

Semester-I

CC 102: Fundamentals of Communication Theory & Practice (Paper-I)
(Communication in Business)



1. Objectives : Communication is a very essential skill for the managers to be successful in their professional career. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	1. Introduction to Communication 2. Definition of Communication 3. Forms of Communication	25
2	1. Process of Communication 2. Objectives of Communication 3. Difference between Oral & Written Communication	25
3	1. Uses and Limitations of Verbal and Non verbal Communication 2. Barriers of communication 3. tips for attending Interview and personal meetings	25
4	Words often confused Précis writing	25

4. Assignments:

1. Preparation of Chart of process of Communication
2. Creation of individual E Mail id
3. Preparation of List of five Financial/ economic news papers in India (Any language)
4. Preparation of list of five economic/ financial magazines India (Any language)

5. Recommended & Suggested reference Books :

Oxford University press:

1. Business Communication. Meenakshi Raman & Prakash Singh
2. Public Relations: Principles and Practices. Iqbal S. Sachdeva
3. Corporate Communication: Principles and Practice. Jaishree Jethwaney
4. Writing for Media: Usha Raman
5. Advertising Management. Jaishree Jethwaney & Shruti Jain
6. Oxford Writing and Speaking, John Seely
7. The oxford English Grammar. Siddney Greenbaum
8. Oxford Dictionary of Phrasal verbs. A P Cowie & R Mackin
9. Oxford Dictionary of phrasal English Idioms. A P Cowie, R Mackin & I R Mc Caig
Himalaya Publishing House
10. Business Communication Homai pradhan, D S Bhende & Vijaya Thakur.



11. Business communication U S Rai & S M Rai
12. English Vocabulary in use - 100 units of Vocabulary reference and practice; low - price Editions. Michael Mc Carthy & Felicity O' Dell S. Chand & Co. Ltd.
13. A Guide to Business Correspondence and Communication skills A N Kapoor.
14. Commercial Correspondence and office management R S N Pillai & Bagavathi. A.I.T.B.S. publishers and distributors
15. Communication for Results. Rosemary T , Fruehling & Joan M Lacombe. Pearson Education Limited
16. Communication for Business; Longman. Shirley Taylor
17. Business Communication Today, Bovee, Thill & Schatzman Reader's digest.
18. How to write and speak better.

6. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters.

The format includes subjective, objective and applications 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:

sem 1

Testing Pattern

Semester End University Examination: 70 Marks Time : 2 Hours 15 Minutes
College Assessment 30 Marks

Section A			
Question No.	Unit	Type of Questions	Marks
1	1	Essay type Question (1 out of 2)	20
2	2 and 3	Essay type Question (1 out of 2)	20
3	3	Short notes (2 out of 4) Precis Writing	10 10
4	4	Multiple Choice Questions, True-False choice questions, One-line answer type questions (ten questions to be asked)	10
Section B			
5	1 to 4	Essay type Question (1 out of 2)	20
6	1 to 4	Short notes (1 out of 2)	10

B. COM. (CBCS) Semester II
Core Compulsory Course / Course Code: CCEN202
Course Title: General English



Unit I Prescribed Text:

Ascent: A Textbook for College Students

Edited by the Members of the Board of Studies English, KSKV Kachchh University and published by Macmillan Publishers India Limited

Unit II Remedial Grammar

Prepositions and Conjunctions

Degree of Comparison

Voice

Indirect Speech

Unit III (A) Developing Speaking Skills

Asking and showing direction or places

Giving suggestions

Expressing agreement or disagreement

Making an apology

Expressing wish and pleasure

(B) Developing Reading and Writing Skills

Comprehension of a prose passage

Thought Expansion

Data Interpretation



Testing Pattern

Semester End University Examination:

Max. Marks : 70 Time : 2 Hours 15 Minutes (For Regular Students)
 Max. Marks : 100 Time : 3 Hours (For External Students)

University Examination Format

Note:

- 1) Section A is for both the Regular and External students. The duration of examination for the Regular students will be 2.15 hrs.
- 2) Section B is only for the External students. The duration of examination for the External students will be 3 hrs.

Section A			
Question No.	Unit	Type of Questions	Marks
1(A)	1	Short notes (two out of four)	10
(B)		Answer in short (five out of seven)	10
2(A)	2	Exercise based on topics specified as remedial grammar	05
(B)		Exercise based on topics specified as remedial grammar	05
(C)		Exercise based on topics specified as remedial grammar	05
3(A)	3	Dialogue writing / complete the dialogue based on various functions specified as Developing Speaking Skills in Unit III	05
(B)		Comprehension of a prose passage	10
(C)		Thought Expansion/ Data Interpretation (One out of three)	10
4	1-3	Multiple Choice Questions, True-False choice questions, One-line answer type questions (ten questions to be asked)	10
Section B			
5	1	Essay type questions with choice	20
6	2	Exercise based on topics specified as remedial grammar	10

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Bachelor of Commerce
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Semester-II

CC 202: Fundamentals of Communication Theory & Practice (Paper-II)
(Business Correspondence)

1. Objectives : Communication is a very essential skill for the managers to be successful in their professional career. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Seven C's of Business Letter writing, Important components of Business Letters, Kinds of Business Letters.	25
2	Routine Business Letters: Sales Letters (Inquiry and reply, complaint and adjustment)	25
3	Resume and Job Applications Business Memos, Telex Messages, Facsimiles, Electronic Mail, Handling a Mail	25
4	Business presentation Techniques: forms and methods (Speeches, personal meeting, Power Point)	25

4. Assignments:

1. One Power Point Presentation to introduce Self
2. One stage speech to introduce a new product

5. Recommended & Suggested reference Books :

Oxford University press:

1. Business Communication. Meenakshi Raman & Prakash Singh
2. Public Relations: Principles and Practices. Iqbal S. Sachdeva
3. Corporate Communication: Principles and Practice. Jaishree Jethwaney
4. Writing for Media: Usha Raman
5. Advertising Management. Jaishree Jethwaney & Shruti Jain
6. Oxford Writing and Speaking, John Seely
7. The oxford English Grammar. Siddney Greenbaum
8. Oxford Dictionary of Phrasal verbs. A P Cowie & R Mackin
9. Oxford Dictionary of phrasal English Idioms. A P Cowie, R Mackin & I R Mc Caig
Himalaya Publishing House
10. Business Communication Homai pradhan, D S Bhende & Vijaya Thakur.

11. Business communication U S Rai & S M Rai
12. English Vocabulary in use - 100 units of Vocabulary reference and practice; low - price Editions. Michael Mc Carthy & Felicity O' Dell S. Chand & Co. Ltd.
13. A Guide to Business Correspondence and Communication skills A N Kapoor.
14. Commercial Correspondence and office management R S N Pillai & Bagavathi. A.I.T.B.S. publishers and distributors
15. Communication for Results. Rosemary T , Fruehling & Joan M Lacombe. Pearson Education Limited
16. Communication for Business; Longman. Shirley Taylor
17. Business Communication Today, Bovee, Thill & Schatzman Reader's digest.
18. How to write and speak better.

6. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications 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:



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Bachelor of Commerce

Semester-III



CC 302 : Fundamentals of Communication Theory & Practice (Paper –III)

(With Effect From Academic Year 2012-13)

1 Objectives: Students should be aware with the basics of preliminary mathematical statistics.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Prescribed Text: Flamingo : A Textbook for College Students Edited by the Members of the Board of Studies for English, KSKV Kachchh University and published by Macmillan Publishers India Limited (Lesson No: 1 to 5 of the textbook are prescribed for Unit: 1)	25%
2	Bank Correspondence 1. Stop payment of a cheque 2. Error in pass-book / Bank Statement 3. Wrongful dishonour of a cheque 4. Complaint about rude behaviour of a bank employee 5. Asking for an annual statement of housing loan 6. Requesting bank's support for social welfare 7. Non-credit of shares in the demat statement 8. Error in the demat statement 9. Transfer of demat shares 10. Intimating the loss of a Debit Card / ATM Card / Credit Card	25%
3	Secretarial Correspondence 1. Non-allotment of shares	25%



2. Reply to non-allotment of shares
3. Non-credit of refund of the application money
4. Reply to non-credit of refund of the application money
5. Non-credit of dividend
6. Reply to Non-credit of dividend
7. Non-receipt of annual report of the company
8. Reply to Non-receipt of annual report of the company
9. Shareholder's concern about declining profits of the company
- Reply to Shareholder's concern about declining profits of the company

- 4 Comprehension based on a commercial topic from a newspaper
Vocabulary: One-word substitutes (List is attached)

List of One-word Substitutes

1	Amicable	26	Impossible
2	Anonymous	27	Inaudible
3	Autobiography	28	Incredible
4	Bakery	29	Inevitable
5	Biography	30	Invincible
6	Contagious	31	Irritable
7	Contemporary	32	Maiden
8	Dialysis	33	Manuscript
9	Ecology	34	Martyr
10	Edible	35	Meteorologist
11	Emigrant	36	Netiquette
12	Equanimous	37	Notorious
13	Eternal	38	Obsolete
14	Extempore	39	Octogenarian
15	Fable	40	Optimist
16	Fatalist	41	Ornithology
17	Flexible	42	Pessimist
18	Glutton	43	Pseudonym
19	Gullible	44	Smuggling
20	Honorarium	45	Teenager
21	Hydrography	46	Teetotaller
22	Illegal	47	Timid
23	Illegible	48	Unanimous
24	Illiterate	49	Vegetarian
25	Immigrant	50	Volunteer

25%

Note: The format of questions for one-word substitutes may be as under:

1. Give one-word substitutes for the following: e.g. A story of a person's life written by himself/herself Ans: Autobiography
2. Explain the following one-word substitutes in your own words: e.g. Glutton
Ans: A person who eats too much
3. Select an appropriate option for the given word:
(MCQ Type question)e.g. Biography:
(a) A story of a person's life written by himself/herself

- (b) A story of animal life
- (c) A story of a person's life written by someone
- (d) A story with birds and animals as characters

Ans : A story of a person's life written by someone

4. Match the following:

1. **Recommended & Suggested reference Books :**
2. Business Communication – Urmila Rai & S. M. Rai – Himalaya Publishing House, Mumbai
3. Business Communication – Homai Pradhan & N. S. Pradhan – Himalaya Publishing House, Mumbai
4. Business Communication – Asha Kaul – Prentice-Hall, New Delhi
5. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli – Sultan Chand & Sons, New Delhi
6. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh – Himanshu Publications, New Delhi
7. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan – Tata McGraw Hill, New Delhi
8. Business Communication (Principles, Methods and Techniques) – Nirmal Singh – Deep & Deep Publications, New Delhi
8. Effective Business Communication - Murphy G. A., Hildebrandt W. H., Thomas J. P., Tata McGraw Hill, New Delhi
9. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
10. Word Power Made Easy – Norman Lewis - Goyal Saab, New Delhi
11. Communicative Competence in Business English – Robinson, Netrakanti & Shintre – Orient Longman, Hyderabad
12. Oxford Dictionary of Phrasal Verbs – A. P. Cowie & R. Mackin, OUP, New Delhi
13. A Guide to Business Correspondence and Communication Skills – A.N. Kapoor – Sultan Chand & Sons, New Delhi
14. Business Communication Today – Bovee & Thill – Prentice-Hall, New Delhi
15. Guide to Report Writing (Guide to Business Communication Series) – Netzley & Snow – Prentice-Hall, New Delhi



sem 3

Testing Pattern

Semester End University Examination: 70 Marks Time : 2 Hours 15 Minutes
College Assessment 30 Marks



Section A			
Question No.	Unit	Type of Questions	Marks
1	1	Short Questions (5 out of 7)	20
2	2 and 3	Bank Correspondence. OR Bank Correspondence	10
		Secretraial Correspondence. OR Secretraial Correspondence.	10
3	4	Comprehension	20
4	1 to 4	Multiple Choice Questions, True-False choice questions, One-line answer type questions (ten questions to be asked)	10
Section B			
5	1 to 4	Essay type Question (1 out of 2)	20
6	1 to 4	Short notes (1 out of 2)	10

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Bachelor of Commerce

Semester-IV

CC 402 : Fundamentals of Communication Theory & Practice (Paper-IV)

(With Effect From Academic Year 2012-13)

1 . Objectives: Communication is an essential skill for the successful professional carrier. The objective is to acquaint the students with advance concept in communication skill that are useful in developing skills of communication in the organization.

2. Evaluation :

Evaluation pattern	
End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3.Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	<p>Prescribed Text</p> <p>Harmony : A Textbook for College Students</p> <p>Edited by the Members of the Board of Studies for English, KSKV Kachchh University, and published by Macmillan Publishers India Limited</p> <p>(Lesson No: 1 to 5 of the textbook are prescribed for Unit: 1)</p>	25%
2	<p><u>Advanced Communication :</u></p> <p>(A) Barriers to Communication:</p> <ol style="list-style-type: none">1. Physical Barriers:<ol style="list-style-type: none">i. Noisei. Time and Distancei. Defects in the Medium2. Semantic Barriers<ol style="list-style-type: none">i. Misinterpretation of Wordsii. Technical Languageiii. Idioms and Phrases3. Personal Barriers<ol style="list-style-type: none">i. Status Blocki. State of Mind and Health	25%



- i. Group Identification
- /. Poor Communication Skills



(B) Networks of Communication in the Organization:

1. Upward Communication:

- i. Meaning
- ii. Objectives
- iii. Advantages
- iv. Limitations
- v. Suggestions for Improvement

2. Downward Communication:

- 1. Meaning
- i. Objectives
- i. Advantages
- /. Limitations
- /. Suggestions for Improvement

3. Horizontal Communication:

- (i) Meaning
- (ii) Objectives
- (iii) Advantages
- (iv) Limitations
- (v) Suggestions for Improvement

3 Agency Correspondence

- 1. Application for an agency
- 2. Offering terms and conditions of an agency
- 3. Negotiation for better terms and conditions at initial stage
- 4. Appointment of agent
- 5. Reprimand for a decline in sales
- 6. Explanation for a decline in sales
- 7. Surrendering the agency willingly
- 8. Termination of an agency

25%

4 (A) Circulars to the Dealers:

- 1. Opening a new branch of the company
- 2. Informing change of address
- 3. Announcing an increase in prices
- 4. Announcing a seasonal discount
- 5. Intimating the dismissal of an employee
- 6. Intimating the change of Marketing Executive

25%

(B) Vocabulary: Idioms and Phrasal Verbs

(*List is attached)



***List of Idioms and Phrasal Verbs**

- | | |
|--------------------------------|----------------------------|
| 1. a blessing in disguise | 26. to abide by |
| 2. a hue and cry | 27. to break down |
| 3. all in all | 28. to break out |
| 4. as busy as a bee | 29. to bring up |
| 5. at the eleventh hour | 30. to call off |
| 6. at the spur of the moment | 31. to call on |
| 7. beat about the bush | 32. to care for |
| 8. born with a silver spoon | 33. to carry on |
| 9. by hook or by crook | 34. to carry over |
| 10. by leaps and bounds | 35. to cure of |
| 11. child's play | 36. to drop in |
| 12. fleet of foot | 37. to get along with |
| 13. hat trick | 38. to give up |
| 14. heaven knows | 39. to keep one's eyes on |
| 15. Himalayan task | 40. to lay down one's life |
| 16. ifs and buts | 41. to look into |
| 17. in a nutshell | 42. to make up |
| 18. keep it up | 43. to meddle with |
| 19. not be on speaking terms | 44. to pass away |
| 20. not one's cup of tea | 45. to put off |
| 21. now and then | 46. to put up with |
| 22. on the top of the world | 47. to set off |
| 23. sailing in the same boat | 48. to stand by |
| 24. the devil's advocate | 49. to take away |
| 25. the other side of the coin | 50. to take over |

Note: The format of the question for this unit is as under:

- (1) Match the following:
(2) Give meanings of the following:

5. Recommended & Suggested reference Books :

1. Business Communication – Urmila Rai & S. M. Rai – Himalaya Publishing House, Mumbai
2. Business Communication – Homai Pradhan & N. S. Pradhan – Himalaya Publishing House, Mumbai
4. Business Communication – Asha Kaul – Prentice-Hall, New Delhi
5. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli – Sultan Chand & Sons, New Delhi
6. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh – Himanshu Publications, New Delhi
7. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan – Tata McGraw Hill, New Delhi
8. Business Communication (Principles, Methods and Techniques) – Nirmal Singh – Deep & Deep Publications, New Delhi
9. Effective Business Communication - Murphy G. A., Hildebrandt W. H., Thomas J. P., Tata McGraw Hill, New Delhi
10. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
11. Word Power Made Easy – Norman Lewis - Goyal Saab, New Delhi
12. Communicative Competence in Business English – Robinson, Netrakanti & Shintre – Orient Longman, Hyderabad
13. Oxford Dictionary of Phrasal Verbs – A. P. Cowie & R. Mackin, OUP, New Delhi
14. A Guide to Business Correspondence and Communication Skills – A.N. Kapoor – Sultan Chand & Sons, New Delhi
15. Business Communication Today – Bovee & Thill – Prentice-Hall, New Delhi
15. Guide to Report Writing (Guide to Business Communication Series) – Netzley & Snow –Prentice-Hall, New Delhi

6. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern	
End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%



Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications 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:

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Testing Pattern

Semester End University Examination: 70 Marks Time : 2 Hours 15 Minutes
College Assessment 30 Marks

Section A			
Question No.	Unit	Type of Questions	Marks
1	1	Short Questions (5 out of 7)	20
2	2	Essay type Guestion(1-2)	20
3	3	Agency Correspondence.OR Agency Correspondence.	10
		Circular OR Circular	10
4	4	VOcabulary	10
Section B			
5	1 to 4	Essay type Question (1 out of 2)	20
6	1 to 4	Short notes (1 out of 2)	10



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Semester-V

CC 502 : Fundamentals of Communication Theory and Practice (Paper V)
(With Effect From Academic Year 2013-14)

1 . Objectives: This course has been designed to provide a link to what the students have learnt so far at in the beginning of their UG course school and help them to acquire basic skills of English Language and Commercial Communication. Modified Communicative Approach (Mod.Com) of teaching English is kept in mind while preparing this course as it has already been in use in all the schools of Gujarat.

The objective of this course is to develop effective business communication skills among the students. Communication is a very essential skill for the managers to be successful in their professional career. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks
1	Black Hills : A Textbook for College Students edited by the Members of the Board of Studies in English, KSKV Kachchh University, Bhuj and to published by Macmillan Publishers India Limited, New Delhi, India. (Lesson No: 1 to 5 of the textbook are prescribed for Unit: 1)	24
2	BUSINESS REPORTS Individual Reports Committee Reports	17
3	PRESS REPORTS Reports on Natural Calamities Reports on Accidents Reports on Topics related to Academic and Commercial Interests	17
4	QUESTIONNAIRES Launching a new product and reviewing an existing product Socio-economic Analysis Survey on Habits and Educational Interests	12



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Semester-VI

CC 602 : Fundamentals of Communication Theory and Practice : Paper VI

(With Effect from Academic Year 2013-14)

1 . Objectives: This course has been designed to provide a link to what the students have learnt so far at in the beginning of their UG course school and help them to acquire basic skills of English Language and Commercial Communication. Modified Communicative Approach (Mod.Com) of teaching English is kept in mind while preparing this course as it has already been in use in all the schools of Gujarat.

The objective of this course is to develop effective business communication skills among the students. Communication is a very essential skill for the managers to be successful in their professional career. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively.

2. Evaluation:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

4. Course Contents:

5.

Module No	Modules/ Sub Modules	Marks
1	Prescribed Text Brocade : A Textbook for College Students Edited by the Members of the Board of Studies for English, KSKV Kachchh University, and published by Macmillan Publishers India Limited (Lesson No: 1 to 5 of the textbook are prescribed for Unit: 1)	24
2	READING COMPREHENSION OF STOCK MARKET	12
3	ESSAY WRITING Essays on Commercial Issues Essays Current Affairs Essays on Modern Indian Entrepreneurs	17
4	INSURANCE CORRESPONDENCE	17

4.Recommended & Suggested reference Books :

1. Professional Communication Skills By Pravin S R Bhatia, A.M. Sheikh, A.K.Jain Published by S. Chand , New Delhi.
2. Communication Skills By Dr. Gajanan Malviya, Prof. R.N. Shukla Published by S. Chand , New Delhi.
3. Business Communication by K K Ramachandran, Lakshmi K K, M Krishna Kumar Published by Macmillan India , New Delhi.

