



Re-Accredited 'B++' 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Digital Helpline No.- 0261 2388888
E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

- સંદર્ભ: (૧) યુનિવર્સિટી પરિપત્ર ક્રમાંક:એસ./પરિપત્ર/૧૬૩૪૫/૨૦૨૩, તા.૦૧/૦૭/૨૦૨૩
(૨) યુનિવર્સિટી પરિપત્ર ક્રમાંક:એસ./પરિપત્ર/૨૧૫૪૨/૨૦૨૩, તા.૧૮/૦૮/૨૦૨૩
(૩) યુનિવર્સિટી પરિપત્ર ક્રમાંક:એસ./પરિપત્ર/૨૩૧૫૪/૨૦૨૩, તા.૦૪/૦૮/૨૦૨૩

-: પરિપત્ર :-

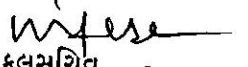
વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓને જણાવવાનું કે, NEP 2020 અંતર્ગત શિક્ષણ વિભાગના તા.૧૧/૦૭/૨૦૨૩ ના ઠરાવ અન્વયે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર અંગ્રેજી વિષયના F.Y.B.Com.Sem- 1 & 2 ના AEC અને SEC ના અભ્યાસક્રમના પ્રશ્નપત્રના માળખા અને ગુણોની ફાળવણીમાં જરૂરી સુધારા વધારા અંગે અંગ્રેજી વિષયની અભ્યાસ સમિતિના ચેરમેનશ્રીએ અભ્યાસ સમિતિવતી મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી વાણિજ્ય વિદ્યાશાખાના અધરધેન ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૭/૦૮/૨૦૨૩ ની સભાના ઠરાવ ક્રમાંક: ૯૯ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા ઉપરોક્ત પરિપત્ર ક્રમાંક:એસ./પરિપત્ર/૨૩૧૫૪/૨૦૨૩, તા.૦૪/૦૮/૨૦૨૩ થી જાણ કરવામાં આવેલ છે.

વધુમાં શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર અંગ્રેજી વિષયના F.Y.B.Com.Sem- 1, 2 & 3 ના Multidisciplinary ના અભ્યાસક્રમ અને પ્રશ્નપત્રના માળખાને અંગ્રેજી વિષયની અભ્યાસ સમિતિ વતી અંગ્રેજી વિષયની અભ્યાસ સમિતિના ચેરમેનશ્રીએ મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખા વતી વાણિજ્ય વિદ્યાશાખાના અધરધેન ડીનશ્રીએ મંજૂર કરેલ છે જેમાં F.Y.B.Com.Sem- 1, 2 & 3 ના Multidisciplinary ના અભ્યાસક્રમ એકેડેમિક કાઉન્સિલની તા.૧૭/૦૮/૨૦૨૩ ની સભાના ઠરાવ ક્રમાંક: ૨૨ થી મંજૂર કરેલ છે. અને પ્રશ્નપત્રનું માળખું એકેડેમિક કાઉન્સિલની તા.૭/૦૮/૨૦૨૩ની સભાના ઠરાવ ક્રમાંક: ૯૯ થી એકેડેમિક કાઉન્સિલ વતી મંજૂર કરવા આપેલ સત્તાની રૂએ માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./પરિપત્ર/૨૩૯૭૪/૨૦૨૩

તા. ૧૪-૦૮-૨૦૨૩


કુલસચિવ.મ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓ,
..... આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.
- ૨) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા,
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
NEP – 2020 GUIDED

SYLLABUS FOR ABILITY ENHANCEMENT COURSE (AEC)


ENGLISH PROFICIENCY AND LIFE SKILLS- I & II

FOR B.A/ B.COM. /B.SC. (REGULAR) SEMESTER I
FOR THE ACADEMIC YEARS 2023-24 TO 2025-26

B.A./ B.COM. /B.SC. SEM 1 : TEXT : *English and Soft Skills* by S P Dhanavel (OB)

Course Code																									
Course Title	ENGLISH PROFICIENCY AND LIFE SKILLS - I																								
Credit	2																								
Teaching per-Week	2 hours																								
Minimum weeks per Semester	15 (including class work, examination, preparation, holidays etc.)																								
Effective From	July 2023																								
Purpose of Course	To prepare the young graduates for the job market today by boosting their linguistic competency and soft skills .																								
Course Objective	CO1: To encourage the all round development of students by focusing on Soft Skills . CO2 : To develop and nurture the Soft Skills of the students through individual and group activities. CO3 : To expose students to write attitudinal and behavioral aspects and build the same through various tasks and activities.																								
Course Outcomes	After completing the course the students would have : CO1: understood of what Soft Skills is . CO2: understood the significance of Soft Skills in the working environment. CO3: developed levels in their ability through soft skills.																								
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	CO1						CO2						CO3					
	PSO1	PSO2	PSO3	PSO4	PSO5																				
CO1																									
CO2																									
CO3																									
Pre-requisite	Acquaintance with basic grammar and language skills																								


Course Content	<p>TEXTBOOK: <i>English and Soft Skills</i> by S P Dhanavel (Orient Blackswan)</p> <ul style="list-style-type: none"> • Ch. 1. Listening Skills • Ch. 2. Teamwork Skills • Ch. 3. Emotional Intelligence Skills • Ch. 6. Problem – Solving Skills <p>Note 1. Understanding the Story ,Vocabulary and Grammar ,Thinking about Soft Skills, Soft Skills from the Story, Proverbs on the Skills ,Soft Skills at workplace, Real life experiences – these sections from the exercises are to be prepared for the Internal and University Exams.</p> <p>2. Understanding People , Places and events , Activity ,Self Assessment – these sections may be used for homework/ Assignments for the holistic development of students.</p>
Reference Books	<ol style="list-style-type: none"> 1. <i>Building Soft Skills for Employability</i> by Tran Le Huu Nghia (Routledge) 2. <i>Soft Skills</i> by M. S. Rao (Motivational Press) 3. <i>Personality Development and Soft Skills</i> by Sikha Kapoor (Dreamtech Press) 4. <i>Soft Skills for Success</i> by G.R.K. Murty (Viva)
Teaching Methodology	Class work, Discussion, Self-Study, Assignment, Homework, Activity , Self- Assessment etc.
Evaluation Method	This course has 02 credits during the semester. The internal evaluation will be out of 25 marks, based on Unit Test marks, class and home assignments and attendance marks; while the external evaluation will be out of 25 marks at the university examination.


 Dr. G.K. NANDA

Distribution of Marks for the University Examination as per NEP SOP

Q 1. MCQ from Understanding the Story (4/5)	04 Marks
Q 2. Case Study or Real life experience (1/2)	07 Marks
Q 3. A. Short answer type questions (2/4) 04 Marks (To be asked from 'Thinking about Soft Skills 'and 'Soft Skills at the Work Place')	07 Marks
B. Expansion of an idea/ Proverb relating to soft skills (1/2) 03 Marks	
Q 4. Grammar and Vocabulary (7/10)	07 Marks

	Total 25 Marks


Dr.G.K.NANDA

VEER NARMAD SOUTH GUJARAT UNIVERSITY
NEP – 2020 GUIDED

SYLLABUS FOR ABILITY ENHANCEMENT COURSE (AEC)

ENGLISH PROFICIENCY AND LIFE SKILLS- II

FOR B.A/ B.COM. /B.SC. (REGULAR) SEMESTER II
FOR THE ACADEMIC YEARS 2023-24 TO 2025-26

B.A./ B.COM. /B.SC. SEM 2 : TEXT : *English and Soft Skills* by S P Dhanavel (OB)

Course Code																									
Course Title	ENGLISH PROFICIENCY AND LIFE SKILLS- II																								
Credit	2																								
Teaching per Week	2 hours																								
Minimum weeks per Semester	15 (including class work, examination, preparation, holidays etc.)																								
Effective From	July 2023																								
Purpose of Course	To prepare the young graduates for the job market today by boosting their linguistic competency and soft skills .																								
Course Objective	CO1: To encourage the all round development of students by focusing on Soft Skills . CO2 : To develop and nurture the Soft Skills of the students through individual and group activities. CO3 : To expose students to write attitudinal and behavioral aspects and build the same through various tasks and activities.																								
Course Outcomes	After completing the course the students would have : CO1: understood of what Soft Skills is . CO2: understood the significance of Soft Skills in the working environment. CO3: developed levels in their ability through soft skills.																								
Mapping between GOs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	CO1						CO2						CO3					
	PSO1	PSO2	PSO3	PSO4	PSO5																				
CO1																									
CO2																									
CO3																									
Pre-requisite	Acquaintance with basic grammar and language skills																								

Course Content	<p>TEXTBOOK: <i>English and Soft Skills</i> by S P Dhanavel (Orient Blackswan)</p> <ul style="list-style-type: none"> • Ch. 4. Assertive Skills • Ch. 5. Learning Skills • Ch. 8. Adaptability Skills • Ch. 9. Non – Verbal Communication Skills <p>Note 1. Understanding the Story ,Vocabulary and Grammar ,Thinking about Soft Skills, Soft Skills from the Story, Proverbs on the Skills ,Soft Skills at workplace, Real life experiences – these sections from the exercises are to be prepared for the Internal and University Exams.</p> <p>2. Understanding People , Places and events , Activity ,Self Assessment – these sections may be used for homework/ Assignments for the holistic development of students.</p>
Reference Books	<ol style="list-style-type: none"> 5. <i>Building Soft Skills for Employability</i> by Tran Le Huu Nghia (Routledge) 6. <i>Soft Skills</i> by M. S. Rao (Motivational Press) 7. <i>Personality Development and Soft Skills</i> by Sikha Kapoor (Dreamtech Press) 8. <i>Soft Skills for Success</i> by G.R.K. Murty (Viva)
Teaching Methodology	Class work, Discussion, Self-Study, Assignment, Homework, Activity , Self- Assessment etc.
Evaluation Method	This course has 02 credits during the semester. The internal evaluation will be out of 25 marks, based on Unit Test marks, class and home assignments and attendance marks; while the external evaluation will be out of 25 marks at the university examination

[Signature]

Distribution of Marks for the University Examination as per NEP SOP

Q 1. MCQ from Understanding the Story(4/5)	04 Marks
Q 2. Case Study or Real life experience (1/2)	07 Marks
Q 3. A. Short answer type questions (2/4) 04 Marks (To be asked from 'Thinking about Soft Skills 'and 'Soft Skills at the Work Place')	07 Marks
B. Expansion of an idea/ Proverb relating to soft skills (1/2) 03 Marks	
Q 4. Grammar and Vocabulary (7/10)	07 Marks

	Total 25 Marks


Dr. G.K. NANDA

VEER NARMAD SOUTH GUJARAT UNIVERSITY
NEP –2020 GUIDED

SYLLABUS FOR SKILL ENHANCEMENT COURSE (SEC)

ADVANCED COMMUNICATION SKILLS IN ENGLISH -I & II

FOR B.A / B.COM. / B.SC. (REGULAR) SEMESTER I
FOR THE ACADEMIC YEARS 2023-24 TO 2025-26//

B.A./ B.COM. /B.SC. SEM 1 : TEXT : *Pathmaker* (OB)

Course Code																									
Course Title	Advanced Communication Skills in English -I																								
Credit	2																								
Teaching per Week	2 hours																								
Minimum weeks per Semester	15(including class work, examination, preparation, holidays etc.)																								
Effective From	July 2023																								
Purpose of Course	To promote personal, social and professional communications effectively.																								
Course Objective	CO1: To hone the employability related communication Skills of the students. CO2: To assist students in becoming well versed , responsible , creative communicators. CO3: To promote theoretical understanding and personal practice of effective and ethical human communication through LSRW method.																								
Course Outcomes	After completing the course the students would be able to : CO1: develop knowledge, skills and judgement around human communication that facilitate their ability to work collaboratively with others. CO2: understand and practice different techniques of communications. CO3: would understand the importance of effective communication personally and professionally.																								
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	CO1						CO2						CO3					
	PSO1	PSO2	PSO3	PSO4	PSO5																				
CO1																									
CO2																									
CO3																									

Pre-requisite	Acquaintance with basic grammar and language skills
Course Content	<p>TEXTBOOK: <i>Pathmaker</i> (OB)</p> <p>Unit 1 : Basic Language Skills : Grammar</p> <ol style="list-style-type: none"> 1. Articles 2. Prepositions 3. Tenses <p>Unit 2 : Communication and Writing Skills</p> <ol style="list-style-type: none"> 1. Meeting People, Exchanging Greetings and Taking Leave 2. Introducing Yourself 3. Information Transfer-Table, Bar chart, Pie-Chart <p>Unit 3 : Prose</p> <ol style="list-style-type: none"> 1. The Homecoming by Rabindranath Tagore 2. A Lesson My Father Taught Me by A.P.J. Abdul Kalam
Reference Books	<ol style="list-style-type: none"> 1. <i>Communication Skills</i> by Sanjay Kumar and Pushp Lata (Oxford) 2. <i>Communication Skills for Professionals</i> by Nira Konar (PHI) 3. <i>Crucial Communication Skills for Everyday</i> by Gerard Shaw (Communication Excellence) 4. <i>Spoken English Part I & II</i> by Kamlesh Sadanand & Susheela Punitha (OB)
Teaching Methodology	Class work, Discussion, Self-Study, Assignment, Homework, Activity , Self- Assessment etc.
Evaluation Method	This course has 02 credits during the semester. The internal evaluation will be out of 25 marks, based on Unit Test marks, class and home assignments and attendance marks; while the external evaluation will be out of 25 marks at the university examination.


Dr.G.K.NANDA

Distribution of Marks for the University Examination as per NEP SOP

Q 1. MCQ from Prose (4/5)	04 Marks
Q 2. Write a dialogue:	07 Marks
A. From Meeting People, Exchanging Greetings (1/2) 03 Marks	
B. From Taking Leave (1/2) 04 Marks	
Q 3. A. Information transfer (1/2)03 Marks	07 Marks
B. Self- Introduction (1/2)04 Marks	
Q4. Grammar (7/10)	07 Marks
	<hr/>
	Total 25 Marks


Dr. G.K. NANDA

VEER NARMAD SOUTH GUJARAT UNIVERSITY
NEP – 2020 GUIDED

SYLLABUS FOR SKILL ENHANCEMENT COURSE (SEC)

ADVANCED COMMUNICATION SKILLS IN ENGLISH -II

FOR B.A / B.COM. / B.SC. (REGULAR) SEMESTER II
FOR THE ACADEMIC YEARS 2023-24 TO 2025-26//

B.A./ B.COM. /B.SC. SEM 2 : TEXT : *Pathmaker* (OB)

Course Code..																									
Course Title	Advanced Communication Skills in English -II																								
Credit	2																								
Teaching per Week	2 hours																								
Minimum weeks per Semester	15(including class work, examination, preparation, holidays etc.)																								
Effective From	July 2023																								
Purpose of Course	To promote personal, social and professional communications effectively.																								
Course Objective	CO1:To hone the employability related communication Skills of the students. CO2: To assist students in becoming well versed , responsible , creative communicators. CO3: To promote theoretical understanding and personal practice of effective and ethical human communication through LSRW method.																								
Course Outcomes	After completing the course the students would be able to : CO1: develop knowledge, skills and judgement around human communication that facilitate their ability to work collaboratively with others. CO2: understand and practice different techniques of communications. CO3: would understand the importance of effective communication personally and professionally.																								
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	CO1						CO2						CO3					
	PSO1	PSO2	PSO3	PSO4	PSO5																				
CO1																									
CO2																									
CO3																									

Pre-requisite	Acquaintance with basic grammar and language skills
Course Content	<p>TEXTBOOK: <i>Pathmaker</i> (OB)</p> <p>Unit 1: Basic Language Skills : Grammar & Vocabulary</p> <ol style="list-style-type: none"> 1. Question Tags 2. Synonyms and Antonyms 3. Prefixes, Suffixes, Zero suffixes and Infix <p>Unit 2: Communication and Writing Skills</p> <ol style="list-style-type: none"> 1. Making Requests and Responding to requests 2. Thanking someone and responding to thanks 3. Developing a thought 4. Information Transfer (Line Graph, Tree Diagrams) <p>Unit 3: Prose</p> <ol style="list-style-type: none"> 1. On the Rule of the Road- A.G. Gardiner 2. The Thief- Ruskin Bond
Reference Books	<ol style="list-style-type: none"> 1. <i>Communication Skills</i> by Sanjay Kumar and Pushp Lata (Oxford) 2. <i>Communication Skills for Professionals</i> by Nira Konar (PHI) 3. <i>Crucial Communication Skills</i> for Everyday by Gerard Shaw (Communication Excellence) 4. <i>Spoken English Part I & II</i> by Kamlesh Sadanand & Susheela Punitha (OB)
Teaching Methodology	Class work, Discussion, Self-Study, Assignment, Homework, Activity, Self- Assessment etc.
Evaluation Method	This course has 02 credits during the semester. The internal evaluation will be out of 25 marks, based on Unit Test marks, class and home assignments and attendance marks; while the external evaluation will be out of 25 marks at the university examination.


 Dr. G.K. NANDA

Distribution of Marks for the University Examination as per NEP SOP

Q 1. MCQ from Prose (4/5)	04 Marks
Q 2. Write a dialogue:	07 Marks
A. From making requests and responding to requests (1/2)	03 Marks
B. From thanking someone and responding to thanks. (1/2)	04 Marks
Q 3. A. Information Transfer (1/2)	03 Marks
B. Write a paragraph or develop a thought (1/2)	04 Marks
Q 4. Grammar (7/10)	07 Marks
	<hr/> Total 25 Marks


Dr. G.K. NANDA

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
NEP- 2020 GUIDED



SYLLABUS FOR MULTIDISCIPLINARY COURSE (MDC) IN ENGLISH

Business & Corporate English – Theory and Practice

FOR B.COM. (REGULAR) SEMESTERS I, II & III

FOR THE ACADEMIC YEARS 2023-24, 2024-25 & 2025-26

Syllabus: At a Glance

Semester – I

Paper MD 1: Business & Corporate English – Theory and Practice - I
(Effective Communication)

Semester II

Paper MD 2: Business & Corporate English – Theory and Practice - II
(Corporate Communication)

Semester III

Paper MD 3: Business & Corporate English – Theory and Practice - III
(Self Development and Communication)

Multi-Disciplinary Course (MDC)

Business & Corporate English – Theory and Practice - I

(Effective Communication)

B. Com. / Sem-I

Course Code																									
Course Title	Effective Communication																								
Credit	4																								
Teaching per Week	4 hours																								
Minimum weeks per Semester	15 (including class work, examination, preparation, holidays etc.)																								
Effective From	June 2023																								
Purpose of Course	To familiarise students with basics of communication and teach them effective communication.																								
Course Objective	<ul style="list-style-type: none">• To cultivate communication power in students as well as to enhance their skills to could equip them with essential communication skills.• To sensitize students with regards to effective communication.• To teach various aspects of communication to students.																								
Course Outcomes	CO1: Students will learn the basics of communication skills to meet the requirements of the corporate world. CO2: Students will become better listeners and confident communicators. CO3: Students will learn various aspects of communication like processes, types, characteristics and barriers to communication along with listening skills.																								
Mapping between COs with PSOs	<table border="1"><thead><tr><th></th><th>PSO1</th><th>PSO2</th><th>PSO3</th><th>PSO4</th><th>PSO5</th></tr></thead><tbody><tr><td>CO1</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CO2</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CO3</td><td></td><td></td><td></td><td></td><td></td></tr></tbody></table>		PSO1	PSO2	PSO3	PSO4	PSO5	CO1						CO2						CO3					
	PSO1	PSO2	PSO3	PSO4	PSO5																				
CO1																									
CO2																									
CO3																									
Pre-requisite	Acquaintance with basic communication skills																								

Course Content	<p>TEXTBOOK: <i>Business Communication – Basic Concepts and Skills</i> (Orient Blackswan)</p> <p>1. The Nature and the Process of Communication 1.1 Communication is Integral to Human Life 1.2 Communication for Business 1.3 Objectives of Business Communication 1.4 Prerequisites of Communication 1.5 Defining Communication 1.6 Features of Communication 1.7 Process of Communication 1.8 Other models of Communication</p> <p>2. Types of Communication 2.1 Categories of Communication 2.1.1 Interpersonal Communication 2.1.2 Mass Communication 2.2 Forms of Communication 2.2.1 Verbal Communication 2.2.2 Non-verbal Communication</p> <p>3. Characteristics of Communication 3.1 Characteristics of Communication 3.2 Characteristics of Business Communication 3.3 Principles of Communication 3.4 Limitations of Communication</p> <p>4. Resolving Barriers to Communication 4.1 Defining Barriers to Communication 4.2 Types of Barriers 4.2.1 Physical or environmental barriers 4.2.2 Physical or biological barriers 4.2.3 Semantic or language barriers 4.2.4 Personal barriers 4.2.5 Emotional or perceptual barriers 4.2.6 Socio-psychological barriers 4.2.7 Cultural barriers 4.2.8 Organisational barriers 4.3 Overcoming Barriers to Communication</p> <p>5. Listening Skills 5.1 What is listening? 5.2 Process of Listening 5.3 Importance of Listening 5.4 Purposes of Listening 5.5 Types of Listening 5.6 Barriers to Effective Listening 5.7 How to Listen Effectively</p>

Reference Books	1) <i>Developing Communication Skills in English</i> by Dr Hitesh Ravia et al. (Macmillan) 2) <i>Essentials of Business Communication</i> by Rajendra Pal & J.S. Korlahalli (Sultan Chand & Sons) 3) <i>Effective Business Communication</i> by Asha Kaul (PHI Learning) 4) <i>Business English – Handbook Advanced</i> by Paul Emerson (Macmillan)
Teaching Methodology	Class work, Discussion, Self-Study, Assignment
Evaluation Method	This course has 04 credits during the semester. The internal evaluation will be out of 50 marks, based on Unit Test marks, Class & Home assignments and attendance marks; while the external evaluation will be out of 50 marks at the university examination.

Distribution of Marks for the University Examination NEP SOP

Q.1 Answer the following MCQs (10 out of 12) (From Unit- II)	10 Marks
Q.2 Descriptive answer type Question (Any 1 out of 2) (From Unit- I & Unit - II)	10 Marks
Q.3 Descriptive answer type Question (Any 1 out of 2) (From Unit- IV & Unit - V)	10 Marks
Q.4 Short notes. (Any 2 out of 4) (From Unit- I & Unit -III)	10 Marks
Q.5 Dialogue Writing (Among Employees and Employers of a corporate)	10 Marks
(A) Formal (5 marks) (Any 1 out of 2) (B) Informal (5 marks) (Any 1 out of 2)	

Total : 50 Marks


Dr.G.K.NANDA

Multi-Disciplinary Course (MDC)
Business & Corporate English – Theory and Practice - II
(Corporate Communication)
B. Com. / Sem-II

Course Code															
Course Title	Corporate Communication														
Credit	4														
Teaching per Week	4 hours														
Minimum weeks per Semester	15 (including class work, examination, preparation, holidays etc.)														
Effective From	June 2023														
Purpose of Course	To sensitize students and improve their corporate communication skills														
Course Objective	<ul style="list-style-type: none"> • To cultivate intercultural communication among students • To equip students with formal and informal networks of communication. • To teach various aspects of online communication and presentation skills to students. 														
Course Outcomes	<p>CO1: Students will learn intercultural language skills to meet the international corporate trends that pose new challenges before them.</p> <p>CO2: Students will become efficient language users in multi-cultural environments.</p> <p>CO3: Students will learn various aspects of communication like netiquette, paperless work, word processing, E-commerce, etc.</p>														
Mapping between COs with PSOs	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;"></td> <td style="width: 15%;">PSO1</td> <td style="width: 15%;">PSO2</td> <td style="width: 15%;">PSO3</td> <td style="width: 15%;">PSO4</td> <td style="width: 15%;">PSO5</td> <td style="width: 15%;"></td> </tr> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>		PSO1	PSO2	PSO3	PSO4	PSO5		CO1						
	PSO1	PSO2	PSO3	PSO4	PSO5										
CO1															

	CO2						
	CO3						
Pre-requisite	Acquaintance with basic grammar and language skills						
Course Content	<p>TEXTBOOK: <i>Business Communication – Basic Concepts and Skills</i> (Orient Blackswan)</p> <p>1. Intercultural Communication</p> <p>1.1 What is Culture? 1.2 How to Handle Problems Related to Intercultural Communication 1.3 Improving Communication across Cultures: Non-verbal Communication 1.4 Intercultural Communication 1.5 Microcultural Groups 1.6 Intercultural Communication and Globalisation 1.6.1 Cultures and greetings 1.6.2 Cultures and dress codes 1.6.3 Culture and language 1.7 Checklist to Improve Intercultural Communication</p> <p>2. Formal and Informal Networks of Communication</p> <p>2.1 Communication: The Lifeline of an Organisation 2.2 Formal Communication 2.2.1 Types of formal Communication 2.2.2 Merits of formal Communication 2.2.3 Limitations of formal Communication 2.3 Informal Communication / The Grapevine Phenomenon 2.3.1 How did the grapevine come into existence? 2.3.2 Functions of grapevine Communication 2.3.3 Characteristics of grapevine 2.3.4 Grapevine Communication chains 2.3.5 The grapevine: Merits and limitations</p> <p>3. E-communication</p> <p>3.1 Impact of Technology on Communication 3.2 Telecommunications 3.3 Computer Media 3.3.1 Computer network 3.3.2 The Internet 3.3.3 World Wide Web 3.3.4 E-mail 3.3.5 Netiquette 3.3.6 Voice mail 3.3.7 Word processing 3.3.8 Duplication technology 3.4 Computer Technology and Recent Concepts in Business 3.4.1 Paperless office 3.4.2 E-commerce/E-business 3.4.3 Video conferencing 3.4.4 E-money transactions 3.4.5 E-banking</p>						

	4. Presentation Skills 4.1 Introduction 4.2 Preparing for an Oral Presentation 4.2.1 Defining your objectives 4.2.2 Identifying your audience 4.2.3 Collecting data 4.2.4 Analysing and organising data 4.2.5 Preparing a presentation outline 4.3 Forms of Oral Presentation 4.4 Using Visual Aids in Oral Presentation 4.5 Advantages and Disadvantages of Oral Presentations 4.5.1 Advantages 4.5.2 Disadvantages 4.6 Seminars and Conferences 4.7 Non-verbal Communication while Presentation 4.8 Making the Presentation 4.9 Checklist for Oral Presentations
Reference Books	1) <i>Interactive English</i> (Macmillan) 2) <i>Essential English for Indian Learners: Foundation</i> (Macmillan) 3) <i>The Art of Effective Communication</i> by Surekha Dangwal (Macmillan)
Teaching Methodology	Class work, Discussion, Self-Study, Assignment
Evaluation Method	This course has 04 credits during the semester. The internal evaluation will be out of 50 marks, based on Unit Test marks, Class & Home assignments and attendance marks; while the external evaluation will be out of 50 marks at the university examination.

Distribution of Marks for the University Examination NEP SOP

Q.1 Answer the following MCQs (10 out of 12) (From Unit- I)	10 Marks
Q.2 Descriptive answer type Question (Any 1 out of 2) (From Unit - II)	10 Marks
Q.3 Descriptive answer type Question (Any 1 out of 2) (From Unit- III & Unit - IV)	10 Marks
Q.4 Email Writing (any 1 out of 2) (From Unit -III) (Between different departments of a corporate)	10 Marks
Q.5 Presentation (any 1 out of 2) (From Unit- 4) (For launching a product, corporate work culture)	10 Marks

Total 50 Marks


Dr. G.K. NANDA

Multi-Disciplinary Course (MDC)
Business & Corporate English – Theory and Practice - III
(Self - Development and Communication)

B. Com. / Sem-III

Course Code																			
Course Title	Self- Development and Communication																		
Credit	4																		
Teaching per Week	4 hours																		
Minimum weeks per Semester	15 (including class work, examination, preparation, holidays etc.)																		
Effective From	June 2023																		
Purpose of Course	To enhance employability/professional skills among students																		
Course Objective	<ul style="list-style-type: none"> • To help students acquire and practise positive attitude and values they will need in their professional lives. • To help the students to explore SWOT analysis along with its scope and advantages. • To help develop the communication skills of students to prepare them as competent professionals. • To teach various aspects of employability to students. 																		
Course Outcomes	<p>CO1: Students will learn the various aspects of communication like positive attitude and persuasive communication.</p> <p>CO2: Students will develop a better mindset and confidence after exploring SWOT analysis.</p> <p>CO3: Students will be able to upgrade themselves as eligible candidates/professionals through better employability skills.</p>																		
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	CO1						CO2					
	PSO1	PSO2	PSO3	PSO4	PSO5														
CO1																			
CO2																			

	CO3					
Pre-requisite	Acquaintance with basic communication and language skills					
Course Content	<p>TEXTBOOK-1: <i>Business Communication – Basic Concepts and Skills</i> (Orient Blackswan)</p> <p>1. Nature of Attitude and its Influence on Communication</p> <p>1.1 Introduction 1.2 Self-development and Communication 1.3 Attitude: Meaning and Nature 1.4 Factors that Shape Attitude 1.5 Types of Attitude 1.5.1 Negative Attitude and its disadvantage 1.5.2 Development of positive attitude 1.6 Persuasive Communication</p> <p>2. The SWOT Analysis: Process and Basic Components</p> <p>2.1 What is the SWOT Analysis? 2.2 Basic Elements of the SWOT Analysis 2.3 Scope, Advantages and Limitations of the SWOT Model 2.4 SWOT Analysis for Organisations 2.5 SWOT Analysis for Individuals 2.6 How is the SWOT Analysis done? 2.7 Teaching Cases</p> <p>3. Writing Job Application Letters and Resumes</p> <p>3.1 Job Application Letters 3.1.1 Drafting an application letter 3.1.2 Types of application letters 3.1.3 Essentials of a good covering letter 3.1.4 Format and contents of an application letter 3.1.5 Sample letters 3.2 Writing a Resume 3.2.1 Format and Style 3.2.2 Contents of a resume 3.2.3 Types of resume layouts 3.2.4 Essential Features of a good resume 3.2.5 List of useful action words for resumes</p> <p>4. Interviews</p> <p>4.1 Interview: Definition and Purpose 4.2 Employment or Job Interviews 4.3 Why Candidates Fail in a Job Interview 4.4 Preparation for a Successful Job Interview 4.5 Desirable and Undesirable Behaviour in an Interview 4.6 Responsibilities of an Interviewer</p>					

	4.7 Interview Questions and Their Responses
Reference Books	1) <i>Essentials of Business Communication</i> by Rajendra Pal & J.S. Korlahalli (Sultan Chand & Sons) 2) <i>Effective Business Communication</i> by Herta Murphy, Herbert Hildebrandt and Jane Thomas. (Tata McGraw Hill) 3) <i>Soft Skills</i> by Ajay R. Tengse (Orient BlackSwan)
Teaching Methodology	Class work, Discussion, Self-Study, Assignment
Evaluation Method	This course has 04 credits during the semester. The internal evaluation will be out of 50 marks, based on Unit Test marks, Class & Home assignments and attendance marks; while the external evaluation will be out of 50 marks at the university examination.

Distribution of Marks for the University Examination NEP SOP

Q.1 Answer the following MCQs (10 out of 12) (From Unit- I)	10 Marks
Q.2 Descriptive answer type Question (Any 1 out of 2) (From Unit - I & Unit-II)	10 Marks
Q.3 Descriptive answer type Question (Any 1 out of 2) (From Unit- III & Unit - IV)	10 Marks
Q.4 Write any 2 out of 3 (A) Job Application cover letter (B) Resume (C) Interview taken by a corporate (Any 1 out of 2)	10 Marks
Q.5 Case Study - SWOT analysis of a corporate (any 1 out of 2)	10 Marks
	50 Marks


Dr. G.K. NANDA