



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, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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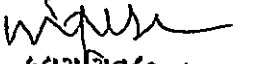
-:પરિપત્ર:-

યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૬-૨૭ થી અમલમાં આવનાર બી.કોમ. અંગ્રેજી વિષયનાં સેમેસ્ટર-૧, ૨ અને ૩ ના MDC- Business & Corporate English-Theory and Practice-I, II, III નો અભ્યાસક્રમ ક્રમશઃ અમલ કરવા અંગ્રેજી વિષયની અભ્યાસ સમિતિવતી અભ્યાસ સમિતિનાં ચેરપર્સનશ્રીએ મંજૂર કરી વાણિજ્ય વિદ્યાશાખા ને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાની તા.૦૮/૦૬/૨૦૨૬ ની સભાના ઠરાવ ક્રમાંક:૨૦ થી મંજૂર કરવા એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૧૮/૦૬/૨૦૨૬ ની સભાના ઠરાવ ક્રમાંક:૪૩ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/૧૩૭૭૧/૨૦૨૬

તા.૨૩/૦૬/૨૦૨૬


કુલસચિવ(સ)

પ્રતિ,

(૧) યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ.

.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકો/વિદ્યાર્થીઓને જાણ કરી અમલ કરવા સારું.

(૨) ડીનશ્રી, વાણિજ્ય વિદ્યાશાખા.

(૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS FOR BACHELOR OF COMMERCE, SEMESTER-I

Program Name	Bachelor of Commerce																													
Semester	I																													
NCrF Credit Level	4.5																													
Course Type	MDC																													
Course Subtype	NIL																													
Subject Type	Multi- disciplinary																													
Course Code																														
Course Level	100																													
Course Title	Business & Corporate English – Theory and Practice - I (Effective Communication)																													
Credit	Theory:	04	Practical:	00	Total:	04																								
Effective From	Academic Year: 2026-27																													
Course Outcomes	<p>After learning the course, the students will be able to :</p> <p>CO1: Students will learn the basics of communication skills to meet the requirements of the corporate world.</p> <p>CO2: Students will become better listeners and confident communicators.</p> <p>CO3: Students will learn various aspects of communication like processes, types, characteristics and barriers to communication along with listening skills.</p>																													
Mapping between Cos and 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																														

<p>Course Content</p>	<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>
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	<p><u>Distribution of Marks for the University Examination</u></p> <p>Q.1 Answer the following MCQs (10 out of 10) 10 Marks (From all the Units)</p> <p>Q.2 Descriptive answer type Question (1 out of 2) 14 Marks (From Unit- II)</p> <p>Q.3 Descriptive answer type Question (1 out of 2) 14 Marks (From Unit- III)</p> <p>Q.4 Two short notes (2 out of 4) 12 Marks (From Unit I & IV)</p> <hr style="width: 10%; margin-left: auto; margin-right: 0;"/> <p style="text-align: right;">50 Marks</p>
Reference Books	<ol style="list-style-type: none"> 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, Seminars and/or Assignment
Evaluation Method	Internal Assessment : 50 Marks External Assessment : 50 Marks

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SYLLABUS FOR BACHELOR OF COMMERCE, SEMESTER-II

Program Name	Bachelor of Commerce																												
Semester	II																												
NCrF Credit Level	4.5																												
Course Type	MDC																												
Course Subtype	NIL																												
Subject Type	Multi- disciplinary																												
Course Code																													
Course Level	100																												
Course Title	Business & Corporate English – Theory and Practice – II (Corporate Communication)																												
Credit	Theory:	04	Practical:	00	Total: 04																								
Effective From	Academic Year: 2026-27																												
Course Outcomes	<p>After learning the course, the students will be able to :</p> <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 and 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																													

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> <p>4. Presentation Skills</p> <p>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</p>
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	<p>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</p> <p style="text-align: center;"><u>Distribution of Marks for the University Examination</u></p> <p>Q.1 Answer the following MCQs (10 out of 10) 10 Marks (From all the Units)</p> <p>Q.2 Descriptive answer type Question (1 out of 2) 14 Marks (From Unit- I)</p> <p>Q.3 A. One short note (1 out of 2)(7) 14 Marks (From Unit- II)</p> <p style="padding-left: 40px;">B. Email Writing (1 out of 2)(7)</p> <p>Q.4 A. One short note (1 out of 2)(6) 12 Marks (From Units- III & 4)</p> <p style="padding-left: 40px;">B. Presentation with slides(1 out of 2)(6)</p> <p style="text-align: right; border-top: 1px solid black;">50 Marks</p>
Reference Books	1) <i>Interactive English</i> (Macmillan) 2) <i>Essential English for Indian Learners: Foundation</i> (Macmillan) <i>The Art of Effective Communication</i> by Surekha Dangwal (Macmillan)
Teaching Methodology	Class work, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	Internal Assessment : 50 Marks External Assessment : 50 Marks

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SYLLABUS FOR BACHELOR OF COMMERCE ,SEMESTER-III

Program Name	Bachelor of Commerce																												
Semester	III																												
NCrF Credit Level	5																												
Course Type	MDC																												
Course Subtype	NIL																												
Subject Type	Multi- disciplinary																												
Course Code																													
Course Level	200																												
Course Title	Business & Corporate English – Theory and Practice - III (Self - Development and Communication)																												
Credit	Theory:	04	Practical:	00	Total: 04																								
Effective From	Academic Year: 2027-28																												
Course Outcomes	<p>After learning the course, the students will be able to :</p> <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 and 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> <th>CO1</th> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>CO2</th> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>CO3</th> <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																													

<p>Course Content</p>	<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</p> <p>1.2 Self-development and Communication</p> <p>1.3 Attitude: Meaning and Nature</p> <p>1.4 Factors that Shape Attitude</p> <p>1.5 Types of Attitude</p> <p>1.5.1 Negative Attitude and its disadvantage</p> <p>1.5.2 Development of positive attitude</p> <p>1.6 Persuasive Communication</p> <p>2. The SWOT Analysis: Process and Basic Components</p> <p>2.1 What is the SWOT Analysis?</p> <p>2.2 Basic Elements of the SWOT Analysis</p> <p>2.3 Scope, Advantages and Limitations of the SWOT Model</p> <p>2.4 SWOT Analysis for Organisations</p> <p>2.5 SWOT Analysis for Individuals</p> <p>2.6 How is the SWOT Analysis done?</p> <p>2.7 Teaching Cases</p> <p>3. Writing Job Application Letters and Resumes</p> <p>3.1 Job Application Letters</p> <p>3.1.1 Drafting an application letter</p> <p>3.1.2 Types of application letters</p> <p>3.1.3 Essentials of a good covering letter</p> <p>3.1.4 Format and contents of an application letter</p> <p>3.1.5 Sample letters</p> <p>3.2 Writing a Resume</p> <p>3.2.1 Format and Style</p> <p>3.2.2 Contents of a resume</p> <p>3.2.3 Types of resume layouts</p> <p>3.2.4 Essential Features of a good resume</p> <p>3.2.5 List of useful action words for resumes</p> <p>4. Interviews</p> <p>4.1 Interview: Definition and Purpose</p> <p>4.2 Employment or Job Interviews</p> <p>4.3 Why Candidates Fail in a Job Interview</p> <p>4.4 Preparation for a Successful Job Interview</p> <p>4.5 Desirable and Undesirable Behaviour in an Interview</p> <p>4.6 Responsibilities of an Interviewer</p> <p>4.7 Interview Questions and Their Responses</p>
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<u>Distribution of Marks for the University Examination</u>	
	<p>Q.1 Answer the following MCQs (10 out of 10) (From all the Units) 10 Marks</p> <p>Q.2 Descriptive answer type Question (1 out of 2) (From Unit- I & II) 14 Marks</p> <p>Q.3 A. One short note (1 out of 2)(7) (From Unit- III) 14 Marks</p> <p style="padding-left: 40px;">B. Resume or Job Application cover letter(1 out of 2)(7)</p> <p>Q.4 A. One short note (1 out of 2) (6) (From Units- IV) 12 Marks</p> <p style="padding-left: 40px;">B. Case Study- SWOT analysis of a corporate (1 out of 2) (6)</p> <p style="text-align: right;"><hr style="width: 10%; margin-left: auto; margin-right: 0;"/>50 Marks</p>
Reference Books	<p>1) <i>Essentials of Business Communication</i> by Rajendra Pal & J.S. Korlahalli (Sultan Chand & Sons)</p> <p>2) <i>Effective Business Communication</i> by Herta Murphy, Herbert Hildebrandt and Jane Thomas. (Tata McGraw Hill)</p> <p>3.) <i>Soft Skills</i> by Ajay R. Tengse (Orient BlackSwan)</p>
Teaching Methodology	Class work, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	Internal Assessment : 50 Marks External Assessment : 50 Marks