

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 2016 onwards

SAURASHTRA UNIVERSITY
 Bachelor of Commerce
 Foundation Course in English (Semester I to VI) and Business Communication
 (Semester III and IV)
 (In effect from June 2016)

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

Description	Marks	Hours
Name of the text: English in Practice - 1, Aravind R. Nair et. al., Cambridge University Press. 2016 (Unit 1 to 5 of the reading section)	30	20
Grammar: 1. Parts of Speech 2. Auxiliaries and Modals	05 10	10
Vocabulary 1. Synonyms/Antonyms /One word substitution	05	05
Composition/Comprehension Short dialogues: 1) Guided Dialogue Writing 2) Unguided Dialogue Writing (5+5=10) Describing a place, person, thing or situation	10 10	10

Semester End examination:

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	(A) Answer in one line (Text)	5/7	10
2	Short answer question (Text)	5/7	20
3	Objective type questions (A) Parts of Speech (B) Auxiliaries and Modals (C) Word formation(Objective type)	05/05 10/10 05/05	05 10 05
4	(A) Guided dialogue (B) Unguided dialogue (c) Describing a person, place, thing or situation	1/1 1/1 1/2	05 05 10
Section B: For external students only			
5	Short answer question (Text)	5/7	15
6	(A)Parts of speech (B)Auxiliaries and modals (C)Word formation	5/5 5/5 5/5	15

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

Description	Marks	Hours
Name of the text: English in Practice - 1, Aravind R. Nair et. al., Cambridge University Press. 2016 (Unit 6 to 10 of the reading section)	30	20
Grammar: 1. Tenses 2. Sentences	10 05	10
Vocabulary 1. Word formation: Prefixes and suffixes / Root words	05	05
Composition/Comprehension (1/2) Information Transfer through Visual Display Paragraph writing (Business/ commerce related)	10 10	10

Semester end examination:

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	(A) Answer in one line (Text)	5/7	10
2	Short answer question (Text)	5/7	20
3	Objective type questions (A) Sentences (B) Tenses (C) Word formation(Objective type)	05/05 10/10 05/05	05 10 05
4	(A) Information transfer (B) Paragraph writing	1/2 1/2	10 10
Section B: For external students only			
5	Short answer question (Text)	5/7	15
6	Objective type questions (A)Tenses (B)Sentence (C)Word formation	5/5 5/5 5/5	15

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 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.

Description	Marks	Hours
Name of the text: English in Practice - 2, Aravind R. Nair et. al., Cambridge University Press. 2016 (Unit 1 to 5 of the reading section)	30	20
Grammar: 1. Transformation of sentences (affirmative, negative, interrogative, exclamatory) 2. Voices	05 10	10
Vocabulary Common abbreviations used in commerce Common terms in everyday business	05	05
Composition/Comprehension Resume/ Job Application (1/2) Expansion of an idea (1/2)	10 10	10

Semester end examination:

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	(A) Short Note (Text)	1/2	10
2	Short answer question (Text)	5/7	20
3	(A) Transformation of sentences	05/05	05
	(B) Voices	10/10	10
	(C) Word formation (Objective type)	05/05	05
4	(A) Resume/ Job application	1/2	10
	(B) Expansion of an idea	1/2	10
Section B: For external students only			
5	Short answer question (Text)	5/7	15
6	(A) Transformation of sentences	5/5	15
	(B) Voices	5/5	
	(C) Word formation (Objective type)	5/5	

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.

B. Com. Semester 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

Description	Marks	Hours
Unit 1 Unit 1 Communication: Meanings and Explanation 1.1 Definitions and Meaning of Communication 1.2 Process of Communication 1.3 Barriers to communication and steps to overcome	15	10
Unit 2 Basic Forms of Communication 2.1 Verbal Communication 2.2 Non-Verbal Communication	20	12
Unit 3 Layout of a Business Letter 3.1 Outward appearance of a business letter 3.2 Inward structure of a business letter 3.3 Essential qualities of a business letter	15	10
Business Letters: Letters of Inquiry and their responses (1/2) 10 Marks Letters of Order and their execution (1/2) 10 Marks	20	13

Semester end examination:

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	Unit 1 Long answer question	1/2	15
2	Unit 2: Short Notes	2/4	20
3	Unit 3: Long answer question	1/2	15
4	(A) Letters of inquiries and response (B) Letters of order and execution of order	1/2 1/2	10 10
Section B: For external students only			
5	Long answer question Unit 1/2/3	1/2	10
6	(A) Letters of inquiries and response (B) Letters of order and execution of order	1/2 1/2	10 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

B. Com. Semester IV

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.

Description	Marks	Hours
Name of the text: English in Practice - 2, Aravind R. Nair et. al., Cambridge University Press. 2016 (Unit 6 to 10 of the reading section)	30	20
Grammar: (1) Reported Speech (2) Conjunctions: Coordinating: (for, and, nor, but, or, yet, so) Subordinating: (because, though, although, till, until, unless, after, before)	10 05	10
Vocabulary 1. Phrasal verbs (related to commerce)	05	05
Composition/Comprehension (1/2) Personal letters/ emails (Letters without format) Official letters	10 10	10

Semester end examination:

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	(A) Short Note (Text)	1/2	10
2	Short answer question (Text)	5/7	20
3	(A) Conjunctions	05/05	05
	(B) Direct speech/Indirect narration	10/10	10
	(C) Phrasal verbs (Objective type)	05/05	05
4	(A) Personal letters/emails	1/2	10
	(B) Official letters	1/2	10
Section B: For external students only			
5	Short answer question (Text)	5/7	15
6	(A) Conjunctions	5/5	15
	(B) Direct speech/Indirect narration	5/5	
	(C) Phrasal verbs (Objective type)	5/5	

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.

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

Description	Marks	Hours
Unit: 1 Types of communication Explanation/importance/limitations of: 1) Upward Communication 2) Downward Communication 3) Horizontal Communication 4) Diagonal Communication	15	10
Unit: 2 Communication through technology Explanation/Functions/advantages/disadvantages of: 1) Fax 2) Email 3) Video conferencing 4) Cell phones	15	12
Unit: 3 (A) Effective Presentation/speech 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 (B) Job Interview i. Preparing for an interview ii. Body language in interview iii. Attitude and personality in interview	10 10	10
Unit: 4 Business Letters (A) Letters of Complaint and Adjustments (1/2) 10 Marks (B) Collection Letters (1/2) 10 Marks	20	13

Semester end examination:

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	Unit 1: Short notes	2/4	15
2	Unit 2: Short Notes	2/4	15
3	Unit 3: (A) Long answer question (B) Long answer question	1/2 1/2	10 10

4	(A) Letters of Complaint and Adjustments (B) Collection Letters	1/2 1/2	10 10
Section B: For external students only			
5	Long answer question Unit 1/2/3	1/2	10
6	(A) Letters of Complaint and Adjustments (B) Collection Letters	1/2 1/2	10 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

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.

Description	Marks	Hours
Name of the text: English in Practice - 3, Aravind R. Nair et. al., Cambridge University Press. 2016 (Unit 1 to 5 of the reading section)	30	20
Composition/Comprehension		
Individual Report (Related to business/commerce)(1/2)	10	25
Questionnaire (Related to business/commerce) (1/2)	10	
Stock market report (1/2)	10	
Essay writing (1/2)	10	

Semester end examination:

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	(A)Short Note (Text)	1/2	10
2	Short answer question (Text)	5/7	20
3	(A)Individual report	1/2	10
	(B) questionnaire	1/2	10
4	(A) Stock Market Report	1/2	10
	(B) Essay writing	1/2	10
Section B: For external students only			
5	Short answer question (Text)	3/5	12
6	Objective type questions		
	(A) Individual Report / Questionnaire	1/2	09
	(B) Essay Writing	1/2	09

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.

Description	Marks	Hour
Name of the text: English in Practice - 3, Aravind R. Nair et. al., Cambridge University Press. 2016 (Unit 6 to 10 of the reading section)	30	20
Composition/Comprehension		
1. Copy writing for an advertisement (1/2)	10	25
2. Meetings: agenda, circular, memo, minutes, notice, resolution (very brief notes about any two) 2/4	10	
3. Press release (1/2)	10	
4. Translation	10	

Semester end examination:

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	(A) Short Note (Text)	1/2	10
2	Short answer question (Text)	5/7	20
3	(A) Copy writing for advertisement (B) agenda/circular/memo/minutes/notice	1/2 2/4	10 10
4	(A) Press release (B) Translation (Gujarati and English)	1/2 2/2	10 10
Section B: For external students only			
5	Short answer question (Text)	3/5	15
6	(A) Press release / Copy writing for advertisement (B) Translation	1/2 1/1	10 05

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.