

<p style="text-align: center;">Faculty of Commerce and Management Syllabus as per National Education Policy (NEP) 2020 B.Com. IT Major SEMESTER – I AEC-I : English for Business Communication ICredits: 2 Marks: Semester End:40 Internal Assessment:10 Total Marks: 50 Introduced from June 2024</p>		
<p>COURSE OUTCOMES: After studying this course, students will be...</p> <ul style="list-style-type: none"> • Enhance their Managerial Communication at work skills set for career. • Familiarized with the current expected requirement of the industry. • Empower with professional as well as remedial of the industry. 		
Unit No.	Contents	No. of Hours
I	<p>Introduction to Business Communication:</p> <ul style="list-style-type: none"> ▪ Meaning, Definitions and basic forms of Communication ▪ Process and need of communication ▪ Channels of communication ▪ Global world impact of technological advancement on communication 	15
II	<p>Communication skills:</p> <ul style="list-style-type: none"> ▪ Listening skills: Importance and factors affecting on listening skills ▪ Speaking skills; Importance and principles of effective speaking ▪ Interview skills: types of interview, preparing for interview. ▪ Brief about group discussion, business meetings and conferences, etc. 	15

References-

1. Business Communication- D.D. Singhal, Cengage Learning, 16th edition
2. Communication skills- Dr. P.L. Pardeshi, Parshwa Publication.
3. Business Communication- Varinder Kumar, Kalyani Publisher.
4. Essential of Business Communication- Rajendra Pal, Sultan chand and son.

Nature of question paper for two credit University End Semester Examination

Total Marks: 40

Standard of Passing: 16 Marks (40%)

Duration: 2Hrs

Instructions

1. All questions are compulsory.

2. Figures to right indicate full marks

Question No: 1 **10 marks**

A) Multiple Choice Question 4 Marks

B) True or False 3 Marks

C) Fill in the Blanks 3 Marks

Question No: 2 Short Notes Questions (any Two out of Four) **10 marks**

Answer limit 150-200 words

Question No: 3 Short Answer Questions (any Two out of Four) **10 marks**

Answer limit 150-200 words

Question No: 3 Long Answer Questions (any one out of two) **10 marks**

Answer limit 300-400 words

Internal Marks Distribution:

Total Marks: 10

Standard of Passing: 4 Marks (40%)

<i>Particulars</i>	Marks
Attendance and ClassParticipation	02
1. Assignments	04
2. Seminar 3. Poster Presentation 4. Role Play 5. Group Discussion 6. Unit Tests 7. Visits 8. Group project	04 marks for any one of the given list (As per concern of subject teacher)