

SEMESTER – I

AECC– I: Business Communication-I

Total Workload: 06 lectures per week of 60 mins.

Distribution of Workload:

Theory: 04 lectures per week

Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory:

40 Marks.

Unit 1: Use of English in Business Environment

Topics:

Business Vocabulary: Vocabulary for banking, marketing and for maintaining public relations

What is a sentence?

Elements of a sentence

Types of sentence: Simple, compound, complex

Unit 2: Writing a Letter of Application and CV/ Resume

Topics:

Structure of a letter of application for various posts

CV/ Resume and its essentials

Unit 3: Presenting Information/Data

Topics:

Presenting information/data using graphics like tables, pie charts, tree diagrams, bar diagrams, graphs, flow charts

Unit 4: Interview Technique

Topics:

Dos and don'ts of an interview

Preparing for an interview

Presenting documents

Language used in an interview

Practical: Based on the theory units

10 Marks.

Reference Books:

- Sethi, Anjane & Bhavana Adhikari. *Business Communication*. New Delhi: Tata McGraw Hill
- Tickoo, Champa & Jaya Sasikumar. *Writing with a Purpose*. New York: OUP, 1979.
- Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi: Student Aid Publication, 2008.
- Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.
- Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta Publications, 2003.
- Rai, Urmila & S. M. Rai. *Business Communication*. Himalaya Publishing House, 2007.

- Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005.
- Pardeshi, P. C. *Managerial Communication*. Pune: NiraliPrakashan, 2008.

Pattern of a Question Paper

B. Voc. Part-I

Business Communication-I (AECC-I)

Semester –I Paper: I

Time: 2 hours

Total Marks: 40

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|------|--|----|
| Q. 1 | Do as directed. Question items on Unit 1 to be asked.
(10 out 12) | 10 |
| Q. 2 | Write a letter of application.
OR
Draft a CV/ Resume for a particular post. | 10 |
| Q. 3 | Present a given information or data using a table/ chart/ pie diagram, etc
(Any one diagram to be drawn.) | 10 |
| Q. 4 | Fill in the blanks in the given interview. | 10 |

Practical Evaluation:

10 Marks

Oral and Presentation based on the units prescribed.

Pattern of a Question Paper
B. Voc. Part-I
AECC-II Business Communication-II

Semester –II Paper: VI

Time: 2 hours

Total Marks: 40

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|------|--|----|
| Q. 1 | Fill in the blanks in the following Group Discussion.
(On Unit 5) (10 out 12) | 10 |
| Q. 2 | Attempt ANY ONE of the following (A or B):
(On Unit 6) | 10 |
| Q. 3 | Fill in the blanks with appropriate responses:
(On Unit 7) | 10 |
| Q. 4 | Attempt ANY ONE of the following (A or B):
(On Unit 8) (10 out 12) | 10 |

Practical Evaluation: 10 Marks

Oral and Presentation based on the units prescribed.

Pattern of a Question Paper
B. Voc. Part-I
Business Communication-II

Semester –II Paper: VI

Time: 2 hours

Total Marks: 40

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|------|--|----|
| Q. 1 | Fill in the blanks in the following Group Discussion.
(On Unit 5) (10 out 12) | 10 |
| Q. 2 | Attempt ANY ONE of the following (A or B):
(On Unit 6) | 10 |
| Q. 3 | Fill in the blanks with appropriate responses:
(On Unit 7) | 10 |
| Q. 4 | Attempt ANY ONE of the following (A or B): | 10 |

(On **Unit 8**) (10 out 12)

Practical Evaluation:

10 Marks

Oral and Presentation based on the units prescribed.

SEMESTER II

GENERAL EDUCATION PAPER:

**B. Voc. Part-I (Diploma)
Business Communication-II**

Semester –II Paper: VI

Total Workload: 06 lectures per week of 60 mins.

Distribution of Workload:

Theory: 04 lectures per week
Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory:

Unit 5: Group Discussion

Topics:
Preparing for a Group Discussion
Initiating a Discussion
Eliciting Opinions, Views, etc.
Expressing Agreement/ Disagreement
Making Suggestions; Accepting and Declining Suggestions
Summing up.
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Unit 6:Business Correspondence

Topics:
Writing Memos, e-mails, complaints, inquiries, etc.
Inviting Quotations
Placing Orders, Tenders, etc.

Unit 7:English for Negotiation

Topics: Skills for leadership and team management
Business Negotiations
Agenda for Negotiation
Stages of Negotiation

Unit 8:English for Marketing

Topics:
Describing/ Explaining a Product/ Service

Dealing/ bargaining with Customers
Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement,
Public Function/ Festival

Practical: Based on the theory units

Reference Books:

Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.

Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta Publications, 2003.

John, David. *Group Discussions*. New Delhi: Arihant Publications.

Kumar, Varinder. *Business Communication*. New Delhi: Kalyani Publishers, 2000.

Pardeshi, P. C. *Managerial Communication*. Pune: NiraliPrakashan, 2008.

Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005

Rai, Urmila& S. M. Rai. *Business Communication*. Mumbai: Himalaya Publishing House, 2007.

Sethi, Anjanees& Bhavana Adhikari. *Business Communication*. New Delhi: Tata McGraw Hill.

Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi: Student Aid Publication, 2008.

Tickoo, Champa& Jaya Sasikumar. *Writing with a Purpose*. New York: OUP, 1979.

Whitehead, Jeffrey& David H. Whitehead. *Business Correspondence*. Allahabad: Wheeler Publishing, 1996.