

**Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon**  
**Faculty of Commerce and Management**

**F.Y.B.Com. Compulsory English**

**Semester – I**

**Paper- ENG B.Com- 101**  
**English for Commerce and Business**  
**(w.e.f. 2022-23)**

**Teaching Hours: 45**

**External Exam Marks: 60**

**Credits:03**

**Internal Evaluation Marks: 40**

**Course Objectives:**

1. To introduce the students with communication process.
2. To develop students' oral and written English communicative competency.
3. To familiarize the students with the ways of using English in the world of commerce and business.
4. To acquaint the students with some soft skills.
5. To help the students to groom themselves to enter in the world of commerce and business.

**Unit 1: Introduction to the Communication Process**

- Definition and Process of Communication
- Types of Communication
- Communication According to Context (Formal, Informal)
- Barriers to Effective Communication
- Effective Communication: Advantages and Techniques

**Unit 2: Oral Communication**

- Types of Personal interviews
- How to face an interview?
- Group Discussion: (Introduction, Importance, Process, Preparing for GD)
- Presentation Skills: (Importance, Types, Principles of effective presentation)
- Anchoring (Introduction, Techniques)
- Speeches (Public, Welcome Speech)

**Unit 3: Professional Skills**

- Attitude (Meaning and Importance of positive thinking)
- Team Building (Types and Characteristics of effective team)
- Stress Management (Meaning, Signs of stress and Strategies to manage stress)
- Negotiation Skill (Meaning, Importance and Win-win negotiations)

**Internal Evaluation:** Two written tests of 20 marks each.

**ENG B.Com- 201 English for Commerce and Business  
Semester - II**

**Unit 1: Written Communication**

- Letter Writing (Types, Styles)
- Business Letters (Status Inquiry, Collection, Goodwill)
- Resume and CV writing
- Applications (Leave, Job with and without CV)
- Meetings (Notice, Agenda, Minutes)
- Advertisement (Types, Qualities of Good Adv.)

**Unit2 : Soft Skills**

- Meaning and importance
- Attributes and Techniques to improve
- Time Management (Importance and Ways)
- Body Language (Meaning and elements)
- Paralanguage (Meaning and elements)

**Unit 3: Technical Communication**

- Technical communication (Meaning and types-Video and teleconferencing, )
- E-mail (Process, Layout)
- PPT (Meaning and Preparing PPT for presentation)
- Telephonic communication (Meaning, advantages and dos and don'ts)

**Internal Evaluation:** Two written tests of 20 marks each.

**Recommended Books**

Raman, Minakshi and Sangeeta Sharma. *Technical Communication: Principles and Practices*. Oxford University Press, New Delhi, 2004.

Urmila Rai and Rai. *Business Communication*. Himalaya Publication, New Delhi, 1999.

Dey, Susmita. *Business Communication*. Reliable Publication, Mumbai, 1999.

Thorat and Lokhandwala. *Enriching Oral and Written Communication*. Orient Blackswan, Hyderabad, 2009.

Alex. *Soft Skills*. Sultan Chand and Co. Ltd, New Delhi, 2008.

**Evaluation for Each Semester:**  
**External Evaluation – 60**  
**Marks Internal Evaluation – 40 Marks**

### **Format of Question Paper Semester – I**

Question-1 Answer the following questions. (Unit 1)	
A or B	08
C or D	08
Question -2 Attempt the following questions. (Unit 2)	
A or B	08
C or D	08
Question- 3 Attempt the following questions. (Unit 3)	
A or B	08
C or D	08
Question- 4 Write short notes on any three of the following. (3/5)	
(On Unit 1,2,3)	12

### **Format of Question Paper Semester – II**

Question-1 Answer the following questions. (Unit 1)	
A or B	08
C or D	08
Question -2 Attempt the following questions. (Unit 2)	
A or B	08
C or D	08
Question- 3 Attempt the following questions. (Unit 3)	
A or B	08
C or D	08
Question- 4 Write short notes on any three of the following. (3/5)	
(Unit 1,2,3)	12