

Kachchh University
Mundra Road, Bhuj - Kachchh.
Bachelor of Commerce

Semester-VI

CC 602 :Fundamentals of Communication Theory and Practice : Paper VI

(With Effect from Academic Year 2013-14)

(Revised)

1 . Objectives: This course has been designed to provide a link to what the students have learnt so far at in the beginning of their UG course school and help them to acquire basic skills of English Language and Commercial Communication. Modified Communicative Approach (Mod.Com) of teaching English is kept in mind while preparing this course as it has already been in use in all the schools of Gujarat.

The objective of this course is to develop effective business communication skills among the students. Communication is a very essential skill for the managers to be successful in their professional career. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively.

2. Evaluation:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents:

Module No.	Modules/ Sub Modules	Marks
1	<u>Gems of Wisdom: A Textbook for College Students</u> Gems of Wisdom published by Macmillan India Limited, New Delhi, India. (Lesson No: 6 to 9 of the textbook are prescribed for Unit: 1)	24
2	READING COMPREHENSION OF STOCK MARKET	12
3	ESSAY WRITING <ul style="list-style-type: none">- Essays on Commercial Issues- Essays Current Affairs- Essays on Modern Indian Entrepreneurs	17
4	INSURANCE CORRESPONDENCE	17

4.Recommended& Suggested reference Books :

1. Professional Communication Skills By Pravin S R Bhatia, A.M. Sheikh, A.K.Jain Published by S. Chand , New Delhi.
2. Communication Skills By Dr. Gajanan Malviya, Prof. R.N. Shukla Published by S. Chand , New Delhi.

3. Business Communication by K K Ramachandran, Lakshmi K K, M Krishna Kumar
Published by Macmillan India, New Delhi.

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern	
End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

6. Distribution of Marks :

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|------------|---|-----------|
| Q.1 | Choose an appropriate option i.e. A or B or C or D from those given under each question/statement and rewrite the entire sentence along with answer. If you write only option, you will not get marks. [10 MCQs]
[4 MCQs from Unit 1 and 2 MCQs each from Unit 2, 3, and 4] | 10 |
| Q.2 | Answer the following questions in about three to four sentences each :
(A) (Five out of seven to be answered)
[Based on Prescribed Textbook : Unit : 1] | 10 |
| Q.2 | Write short notes. (Any Two)
(B) (Two out of four to be answered)
[Based on Prescribed Textbook: Unit : 1] | 10 |
| Q.3 | Reading Comprehension of Stock Market.
(With Internal Option i.e. One out of Two) [Based on Unit : 2] | 10 |
| Q.4 | Write an essay in your own creative language. (Any One)
(One Essay out of three to be written.) [Based on Unit: 3] | 15 |
| Q.5 | Write an insurance letter. (Any One)
(With Internal Option i.e. One out of Two) [Based on Unit: 4] | 15 |