



**Syllabus for First Year M.Sc. (CA&IT)
Semester-II**

[Five Years' (Full-time) M.Sc. (CA&IT) Integrated Degree Course]

Offered in

**K. S. School of Business Management and
Information Technology**

Gujarat University

2023–2024

As per

**NEP2020 CURRICULUM AND CREDIT FRAMEWORK FOR
UNDER GRADUATE PROGRAMMES, UGC**

&

Resolution No. KCG/admin/2023-24/0607/kh.1

of

Education Department, Govt. of Gujarat

Semester-II

(B.Sc.(CA&IT)Programme)

Ability Enhancement Course

Gujarat University
K. S. School of Business Management and Information Technology
[Five Years' (Full – Time) M.Sc. (CA&IT) Integrated Degree Course]
First Year M.Sc. (CA&IT) (Semester - II)

Course Name: Commercial Communication

Course Code: AEC- IMSCIT-125

Course Credit: 2

Course Outcomes:

After learning the course, the students should be able:

- Demonstrate mastery in written communication principles, allowing for clear, concise, and professional correspondence in business contexts.
- Apply the essential components of a business letter, including proper formatting, tone, and structure, adhering to professional standards.
- Recognize and construct various types of business letters, adapting communication strategies to suit diverse professional scenarios.
- Navigate the process of generating and interpreting quotations, demonstrating competence in pricing discussions and negotiations.
- Manage the complete life cycle of business orders, from placement to execution and potential cancellation, ensuring efficient supply chain and procurement processes.

Contents:

Unit No.	Course Content	Hours	Credits
1	Business Letters(theory) <ul style="list-style-type: none">• Written Communication• Essentials of a business letter• Parts and forms of business letter• Types of business letter Business Letters (Practical) <ul style="list-style-type: none">• Enquiry and reply letter• Quotation• Order – placing, execution and cancellation• Complain and adjustment letter	15	1
2	Grammar & Reading <ul style="list-style-type: none">• Informal communication letters (Condolence, greeting, email)• Vocabulary, Synonyms, Antonyms & part of speech• Phonetics• Confusing words (Minimum 30 words)• One word substitute (Minimum 20 words)• Idioms & phrasal verbs (Minimum 30 words)• Short / Brief Novel (Subject to change every year as announced in the class)	15	1

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Reference Books:

1. Business Communication
By V. K. Jain and Omprakash Biyani.
2. Business Communication
by Rajendra pal and korlahally.
3. Business Communication
By Urmila Rai and S. M. Rai.
4. Modern Commercial Correspondence
By R. S. N. Pillai and Bagavathi.
5. Murphy's English Grammar
By Raymond Murphy
6. A Textbook of English phonetics for Indian students
By T. Balasubramanian

Accomplishments of the student after completing the Course:

After completion of this course Student would be able to

- Demonstrate the ability to craft clear, concise, and professionally formatted business letters across diverse scenarios.
- Apply versatile communication strategies, having gained expertise in constructing various types of business letters tailored to specific contexts.
- Showcase practical proficiency in composing inquiry and reply letters, exhibiting the capacity to seek information efficiently and respond effectively.
- Master informal communication skills, including crafting condolence and greeting letters, as well as employing proper email etiquette for fostering positive professional relationships.
- Compile a portfolio showcasing a variety of business letters, providing tangible evidence of their practical skills and accomplishments.