

**Gujarat University**  
**K. S. School of Business Management and Information Technology**  
**[Five Years' (Full – Time) M.B.A. Integrated Degree Course]**  
**First Year B.B.A. (Sem - II)**  
**Code: KS-MBA-AEC-125 A**  
**Commercial Communication**

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**Course Credit: 2**

**Instructions:** The course is designed to improve the ability to communicate commercially in the formal setup. The course is included in the Ability Enhancement Course of NEP. There will be approximately 30 to 35 hours direct teaching in the semester. At least two assignments in the semester would be given to the students in this subject.

**Objective:** Writing is a very important mode in the communication, especially the Business Letter. Therefore, it becomes very imperative for management students to develop their skills. This course will help the students to enhance and improve their writing skills. Moreover, it will enable the students to develop their personalities and make them confident.

**Program Outcomes:** The MBA program, offered by the institute, tries to develop analytical and strategic thinking, decision making ability and communication skills of the students. It tries to make them competent and responsible professionals to be able to become a part of the growing business and corporate sector of India. As India is slowly paving its way ahead and emerging as a global superpower, the young generation should be the agent of positive change and development of the country. The program provides knowledge, skills and proficiency to create well-read responsible graduates who are an asset for the society.

**Course Outcomes:** The course is designed to enhance the writing skill of the students in the standard commercial field. It will elaborate their understanding for the basic business letter writing skill.

**Detailed Syllabus:**

**Module 1:**

**[50%]**

**Business Letters (Theory)**

- Written Communication
- Essentials of a business letter
- Parts and forms of business letter
- Types of business letter

**Business Letters (Practical)**

- Enquiry and reply letter.

- Quotation
- Order – placing, execution and cancellation.
- Complaint and adjustment letter.

**Informal communication letters**

Condolence, greeting, email, etc.

**Module 2:**

**[50%]**

**Grammar & Reading**

- Phonetics
- Vocabulary, Synonyms, Antonyms & part of speech
- Confusing words (Minimum 30 words)
- One word substitute (Minimum 20 words)
- Idioms & phrasal verbs (Minimum 30 words)
- Novel (Subject to change every year as announced in the class)

**Reference Books:**

- Business Communication by V. K. Jain and Omprakash Biyani.
- Business Communication by Rajendra pal and korlahally.
- Business Communication by Urmila Rai and S. M. Rai.
- Modern Commercial Correspondence by R. S. N. Pillai and Bagavathi.
- Murphy’s English Grammar by Raymond Murphy
- A Textbook of English phonetics for Indian students by T. Balasubramanian

**Mode of Evaluation:**

Continuous Evaluation 30%

Mid Semester Exam 20%

End Semester Exam 50%

**Assessment Tools:** Test, Quiz, Assignments, Presentation, Project etc.