

GUJARAT UNIVERSITY
SYLLABUS FOR S.Y BBA
SEMESTER III

CORE COURSE – CC- 207 COMMERCIAL COMMUNICATION

Objectives:

1. This course is designed to give the learners a comprehensive view of communication as it operates within an organizational setting.
2. It attempts to develop an awareness of the importance of succinct written expression to modern business communication.
3. It focuses on preparing the learners to effectively use various forms of written professional communication both the time-tested ones and as well the ones emerging with the technological developments.

Number of credits: 3

Lectures per week: 3

Total sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction to Commercial Communication and its basic forms:(Hours: 10)

Difference between Professional/Commercial Communication and General Communication,

Features of Successful Profession Communication

Purpose of Professional/Commercial Communication in an organizational set-up

(Refer to *Communication Skills* by Sanjay Kumar and Pusplata, Oxford Higher Education Publication, 2010. Chapter 1 sub points 1.4, 1.5, 1.7)

(Unit 1.1, 1.2, 1.3 will carry 7 marks)

Email writing as an emerging form of Commercial Communication: Common

Pitfalls, Guiding Principles of Composing Emails, Maintaining Common Etiquette.

Case Studies for testing the effectiveness of emails based on the theory provided.

(Refer to *Communication Skills* by Sanjay Kumar and Pusplata, Oxford Higher Education Publication, Chapter 26)

Memo as a form of Business Communication:

- a. Format of Memos, Advantages of Memos
- b. Memo Writing : Warning Memo, Congratulatory Memo, Information Memo, Request Memo

(Refer to *Essentials of Business Communication* by Rajendra Pal and Korlahalli, CC 17)

(Unit 1.4 and 1.5 will carry 7 marks)

Unit II Forms of Commercial Communication: Business Letters (Hours: 10)

Structure and Layout of Letters, Elements of Style,

Letter Writing :

- a. Inquiry and its Reply,
- b. Order and Acknowledgment of Order, (Confirmation with Full execution and Partial Execution, Inability to execute the order)
- c. Complaints and Adjustments

(Unit 2.1 will be asked only as a part of Multiple choice questions under Question No. 5. Unit 2.2 will carry two sub-questions of 7 marks each and would include drafting of letters.

(Refer to *Essentials of Communication* by Rajendra Pal and Korlahalli chapters No. CC-2, CC-3, CC-5, CC-6, CC-8)

Unit III Forms of Commercial Communication: Business Reports (Hours: 10)

Types of Reports, Salient features of a good business Reports, Stages in writing Reports

Writing Reports-

- a. Investigating decline in Sales of a particular product
- b. Looking into Demands and grievances of the Employees
- c. Looking into an accident in the factory
- d. Selecting a suitable site for opening a factory/business unit
- e. Investigating complaints against Employee/employees
- f. Investigating the performance of branches of a business unit

(Refer to *Essentials of Business Communication* by Rajendra Pal and Korlahalli, chapters No. WC -1 and WC-2)

(Unit 3.1 will be asked only as a part of the Multiple choice questions under Question No.5. Unit 3.2 will carry two-sub-questions of 7 marks each and would include drafting of business reports.)

Unit IV Effectiveness of Commercial Communication: (Hours:10)

Business Vocabulary

- a. List of confusing words(as per the list attached)
 - b. List of suitable substitutes for inflated phrases (as per the list attached)
- Comprehension of an unseen passage on commercial topic

(Unit 4.1 a. will carry 4 marks and 4.1 b. will carry 3 marks. Unit 4.2 will carry 7 marks.)

Specifications regarding the questions to be drawn from the above units:

1. Only short notes not exceeding 150 words carrying 3 to 4 marks should be asked from Unit 1 Sections-1.1, 1.2, and 1.3.
2. The theoretical background of Emails,(1.4) Memos (1.5 a) Letters (2.1) and Reports (3.1) like Format, features, advantages etc should be asked only as a part of the multiple choice questions in the question paper and should NOT be asked as a full length questions.
3. The full length questions worth 7 marks should be asked from “Memo Writing’, (1.5 b) ‘Letter Writing’(2.2) and ‘Report Writing’(3.2) and “Case studies based on Email Writing’ (1.4) sections of the syllabus.
4. Questions related to the vocabulary (4.1 a and b) should focus on the appropriate usage of the words.