



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2025

Bachelor of Commerce (B. Com.)

Semester – III

Course Code	UB03SECOM01	Title of the Course	Sustainable Communication Skills-III
Total Credits of the Course	02	Hours per week	02

Course Objective:	1) The paper is designed to enhance the communicative skills of the students. It focuses on some theories and detailed tips to improve usage of language effectively.
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Course Content		
Unit No.	Description	Weightage (%)
1	Fundamentals of Communication: Modes of Communication a) Formal and Informal b) Oral and Written c) Internal and External Types of Communication a) Extra personal Communication b) Intra personal Communication c) Interpersonal Communication d) Organizational Communication e) Mass Communication	50%
2	Developing Effective Listening Ability: Introduction Hearing v/s Listening Types of Listening a) Discriminative Listening b) Comprehensive Listening c) Empathetic Listening d) Critical Listening e) Appreciative Listening Barriers to Effective Listening Traits of a Good Listener	50%



Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Equip with effective communicative strategies.
2)	Build up self-esteem and confidence as a genuine language user.
3)	Develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts.
4)	Increase effective listening ability and reading/comprehending capacity.
5)	Enhance skills of business communications.

Sr. No.	Suggested References:
1)	Business Communication: Techniques and Methods by. Om P. Juneja and Aarti Mujumdar, Orient Blackswan
2)	Technical Communication: Principles and Practice by Meenakshi Raman and Angeeta Sharma, OUP
3)	Communication Skills by Sanjay Kumar and Pushp Lata, OUP

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	http://nptel.ac.in/course.php
2)	https://onlinecourses.swayam2.ac.in/imb24_mgl11/preview