



પરિપત્ર:

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટીની કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજોનાં આચાર્યશ્રીઓને સવિનય જણાવવાનું કે કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો NEP-૨૦૨૦ અંતર્ગતનો એબીલીટી એન્હાંસમેન્ટ કોર્સનો સેમેસ્ટર- ૪ નો અભ્યાસક્રમ આ સાથે સામેલ છે. આ બાસ્કેટમાં કોમર્સ & મેનેજમેન્ટનાં વિષયો આપવામાં આવેલ છે. તેમાંથી કોઈ પણ એક કોર્સ (પેપર) કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં વિદ્યાર્થીઓએ પસંદ કરવાનું રહેશે.

માનનીય કુલપતિશ્રીની મંજૂરી અનુસાર સદર અભ્યાસક્રમ શૈક્ષણિક વર્ષ જુન, ૨૦૨૪ થી અમલવારી કરવાની રહે છે. કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજો ધ્વારા તેની અમલવારી કરવા જણાવવામાં આવે છે.



(Signature)
૨૩/૦૭/૨૦૨૪
ખાસ ફરજ પરના અધિકારી
(એકેડેમિક)

ક્રમાંક/બીકેએનએમયુ/એકેડેમિક/૧૨૭૭/૨૦૨૪

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

સરકારી પોલીટેકનિક કેમ્પસ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,

ખડીયા, જૂનાગઢ-૩૬૨૨૬૩

તા. ૨૩/૦૬/૨૦૨૪

પ્રતિ,

- ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમો ચલાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તરફ....

નકલ સાદર રવાના:-

- માન.કુલપતિશ્રી/કુલસચિવશ્રીનાં અંગત સચિવશ્રી.
- પરીક્ષા નિયામકશ્રી, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જૂનાગઢ

નકલ રવાના જાણ તથા યોગ્ય કાર્યવાહી અર્થે:

- સીસ્ટમ મેનેજરશ્રી, આઈ.ટી.સેલ વિભાગ (વેબસાઇટ ઉપર પ્રસિદ્ધ થવા અર્થે.)



Bhakta Kavi Narsinh Mehta University Junagadh



FACULTY OF COMMERCE & MANAGEMENT SYLLABUS FOR ABILITY ENHANCEMENT COURSE BASKET FOR COMMERCE & MANAGEMENT (HONOURS) PROGRAMME (SEMESTER- IV) EFFECTIVE FROM JUNE, 2024

INDEX		
Sr. No	Topic	Page No.
1.	English Language-IV	1
2.	આત્મકથા પરિચય –સત્યના પ્રયોગો (સંક્ષિપ્ત આવૃત્તિ) (કોમર્સ)	5
3.	हिन्दी पत्र लेखन	8
4.	ભામિનિ વિલાસે કરુણવિલાસ: (Karuna Vilasha in Bhamini Vilasha)	11
5.	Managerial Communication	14

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Ability Enhancement Course (AEC)
Syllabus of English subject for Faculty of Commerce & Management as per NEP
Effective from June 2024
Subject: English for Commerce & Management Faculty
SEMESTER-4

Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	-
Course Type	Ability Enhancement Skill-4	Practical External	-
Course Credit	02	Prac.Ext.Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	English Language-IV		

Course Objectives:

- To develop strategic competence that will help in efficient communication
- To develop the language skills of students by offering English texts for acquiring proficiency in English language.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of students
- To make the students aware about the importance of grammar in language learning

Course Learning Outcomes:

- Students will improve their communication skills
- Students will acquire proficiency in English by practicing reading and listening English texts
- Students will improve their writing skills through learning vocabulary from the text.
- Students will learn the importance of grammar for producing error-free and meaningful communication in English

Teaching Pedagogy: Chalk & Talk, Translation Method, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, Communicative Approach, CALL, MALL, TALL

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	Receptive Skills: listening, reading 1. Romain Rolland, <i>Vivekananda: The Great Journey to the West</i> 2. <i>The Power of Prayer</i> - Abdul Kalam 3. <i>The Question of English-</i> Ramachandra Guha (Text Based Synonyms & Antonyms)	15

		Productive skills: speaking, writing	
	2	- Situational dialogs (bank, hotel, café, college, railway-station) - Reading Comprehension (unseen paragraph)-techniques of reading, speed, scanning, skimming, reading between the line, intensive/extensive reading - Voice (active/passive) Vocabulary: spelling mistakes/confusing words (list attached), homophones/homonyms	15

Suggested Reading:

- Distance Education Programme – Sarva Shiksha Abhiyan (DEP-SSA). *Module on Communication Skills in English*. IGNOU-MHRD, Govt. of India Project, Year.
- Murphy, Raymond. Intermediate English Grammar. Cambridge University Press: London
- Ramalingam, N. *Grammar for All*. Himalaya Publishing House: Mumbai, 2015.
- The Power of Prayer - Abdul Kalam
 - <https://dspss.in/wp-content/uploads/2020/05/Ch-01-English-Insight-Class9-2019.pdf>
- The Question Of English- Ramachandra Guha
 - <https://ramachandraguha.in/archives/a-question-of-english-the-telegraph.html>
- Vivekananda: The Great Journey to the West – Romain Rolland
 - <https://dspss.in/wp-content/uploads/2020/05/Ch-05-English-Insight-Class9-2019.pdf>
- Sadanand, Kamlesh & Punitha, Susheela. *Spoken English: A Foundation Course by and (Part I and Part II)*. Orient Longman Limited; Hyderabad, 2009.

Commonly Confusing Words

1. Accede and Exceed	19. Dairy and Diary
2. Accept and Except	20. Deserts and Desserts
3. Adapt and Adopt	21. Devise and Device
4. Advice and Advise	22. Disinterested and Uninterested
5. Affect and Effect	23. Empathy and Sympathy
6. Allot and A lot	24. Ensure and Insure
7. Allude and Elude	25. Farther and Further
8. Aloud and Allowed	26. Fewer and Less
9. All ready and Already	27. Foreword and Forward
10. Alright' or All Right	28. Former and Latter
11. All together and Altogether	29. Later and Latter
12. Among and Between	30. Loose and Lose
13. Beside and Besides	31. Marital and Martial
14. Cite, Sight, and Site	32. Personal and Personnel
15. College and Collage	33. Premier and Premiere
16. Complement and Compliment	34. Principal and Principle
17. Conform and Confirm	35. Then and Than
18. Council and Counsel	36. Weather and Whether

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.

Paper Style

EXTERNAL ASSESSMENT BY UNIVERSITY		25 Marks
Ques. No.	Particulars	Marks
Q.1	(Text)	
	(a) One line question-answer (4/6)	(04)
	(b) Short question-answer (2/3)	(06)
Q.2	(a) Prepare dialogues (2/3)	(05)
	(b) Read the passage and answer the questions given below (5/5)	(05)
Q.3	(a) Change the voice (03 Marks)	(05)
	(b) Fill in the blanks (02 Marks) (spelling mistakes/confusing words, homophones/homonyms)	
	Total Marks	25

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Ability Enhancement Course (AEC)
Syllabus of Gujarati subject for Faculty of Commerce & Management as per NEP
Effective from June 2024
Subject: Gujarati for Commerce & Management Faculty
SEMESTER-4

Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	
Course Type	AEC-4	Practical External	
Course Credit	4	Prac.Ext.Exam Time	
Teaching Hours	30	Total	50
Course Code		Exam Duration	1-00 Hrs.
Course Title	આત્મકથા પરિચય –સત્યના પ્રયોગો (સંક્ષિપ્ત આવૃત્તિ) (કોમર્સ)		

COURSE OBJECTIVES:

- વિદ્યાર્થીઓ ગુજરાતી આત્મકથા સ્વરૂપથી પરિચિત થાય સમજે
- વિદ્યાર્થીઓ ગાંધીજીની આત્મકથા સત્યના પ્રયોગોનો આસ્વાદ માણે. જાણે.

COURSE LEARNING OUTCOMES:

- વિદ્યાર્થીઓ ગુજરાતી આત્મકથા સ્વરૂપથી પરિચિત થશે. અને ગાંધીજીના સત્યના પ્રયોગો જાણશે.

Teaching Pedagogy:

- ઇન્ટરેક્ટિવ ક્લાસરૂમ સત્ર, જૂથ ચર્ચા, પરિસંવાદ, પ્રદર્શન-સંબંધિત કાર્યો, ફિલ્ડવર્ક અથવા અન્ય કોઈપણ પદ્ધતિઓનો ઉપયોગ કરી શકાય છે. શિક્ષણ અને શીખવાની પ્રક્રિયાને અસરકારક અને રસપ્રદ બનાવવા માટે મલ્ટિમીડિયા ઉપકરણ અને અન્ય સંબંધિત સાધનો અને આધુનિક તકનીકનો ઉપયોગ કરવો જોઈએ.

COURSE CONTENTS

Sem	Unit No.	Title of the Unit and the Topics	Teaching Hours
3	1	આત્મકથા સ્વરૂપ, સંજ્ઞા અને વિભાવના આત્મકથા સાહિત્યની વિકાસરેખા	15
	2	‘સત્યના પ્રયોગો’ મૂલ્યાંકન ‘સત્યના પ્રયોગો’માં વ્યક્ત થતું ગાંધીજીનું વ્યક્તિત્વ	15

REFERENCE BOOKS

ક્રમ	પુસ્તક	લેખક -પ્રકાશક
૧	સત્યના પ્રયોગો (સંક્ષિપ્ત)	ગાંધીજી
૨	ગાંધી જીવન-૨	રતિલાલ અધ્વર્યુ
૩	ગાંધીજી એક અધ્યયન	શાંતિલાલ દેસાઈ
૪	ગાંધીજી	ઉષા મહેતા
૫	પ્રવીણ ગાંધી -પરોક્ષ ગાંધી	અજીત તેરૈયા
૬	ગાંધી ચરિત	ચી.ના. પટેલ
૭	આત્મકથા સ્વરૂપ	રસીલા કડિયા
૮	સ્વરૂપ સન્નિધાન	સં.સુમન શાહ
૯	ગાંધીગંગા ભાગ-૧-૨	મહેન્દ્ર મેઘાણી

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam(Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03

22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.

Paper Style

EXTERNAL ASSESSMENT BY UNIVERSITY		
Que. No.	Particulars	Marks
Que-1	(A) Essay Type Question. (From Unit One)	(10)
	OR	
	(B) Essay Type Question. (From Unit One)	(10)
Que-2	(A) Essay Type Question. (From Unit Two)	(10)
	OR	
	(B) Essay Type Question. (From Unit Two)	(10)
Que-3	Short Notes. (1/3) (From Any Unit)	(05)

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Ability Enhancement Course (AEC)
Syllabus of Hindi subject for Faculty of Commerce & Management as per NEP
Effective from June 2024
Subject: Hindi for Commerce & Management Faculty
SEMESTER-4

विषय	हिन्दी
सत्र	०४
पाठ्यक्रम प्रकार	Ability Enhancement Course (AEC) - क्षमता वृद्धि पाठ्यक्रम – AEC
पाठ्यक्रम क्रमांक	०४
पाठ्यक्रम (पेपर) शीर्षक	हिन्दी पत्र लेखन
परीक्षा समयावधि	१:०० घण्टे

पाठ्यक्रम कक्षा	सत्र	पाठ्यक्रम प्रकार	पाठ्यक्रम क्रमांक	क्रेडिट (मूल्य)	आंतरिक अंक	बाह्यअंक	कुल अंक
स्नातक	०४	Ability Enhancement Course AEC - क्षमता वृद्धि पाठ्यक्रम	०४	०२	२५	२५	५०

पाठ्यक्रम उद्देश्य :

- छात्रों को हिन्दी पत्र लेखन कला से अवगत कराना ।
- छात्र प्रशासनिक पत्राचार के ज्ञान से आत्मनिर्भर बने ।
- छात्रों को पत्र लेखन का महत्व समझाना ।
- छात्र पत्र लेखन के व्यावसायिक उद्देश्य से परिचित हो ।

पाठ्यक्रम	पाठ्य ईकाई	पाठ्य-विषय	अंक
स्नातक	ईकाई-१	पत्र लेखन : अर्थ, परिभाषा, स्वरूप पत्र के प्रकार पत्र के भाग	इनमें से तीन प्रश्न पूछे जाएंगे । प्रश्न × अंक ०२ × १० = २० (आलोचनात्मक) ०१ × ०५ = ०५ (टिप्पणी-२ में से १)
	ईकाई-२	पत्र लेखन की आवश्यकता पत्र लेखन की युक्तियाँ पत्र लेखन के उदाहरण	
		कुल अंक	२५

आंतरिक मूल्यांकन

क्रम	मूल्यांकन विषय	अंक
१	आंतरिक कसौटी	१३
२	क्लास कसौटी	०३
३	खुली किताब कसौटी	०३
४	खुली नोट कसौटी	०३
५	स्व-कसौटी/ऑनलाइन कसौटी	०३
६	निबंध/प्रपत्र लेखन	०३
७	प्रश्नोत्तरी/वस्तुनिष्ठ कसौटी	०३
८	क्लास असाईन्मेंट	०३
९	होम असाईन्मेंट	०३
१०	रपट लेखन	०३
११	संशोधन/लघुशोध प्रबंध	०३
१२	केस अध्ययन	०३
१३	मौखिकी/मौखिक कसौटी	०३
१४	समूहचर्चा	०३
१५	रोल प्ले	०३
१६	प्रपत्र पठन/सेमिनार	०३
१७	भाषा प्रयोगशाला कार्य	०३
१८	साक्षात्कार	०३
१९	शिल्प कार्य	०३
२०	सह अभ्यासकीय कार्य	०३
२१	क्षेत्र असाईन्मेंट	०३
२२	पोस्टर प्रस्तुति	०३
२३	उपस्थिति	०३
२४	प्रोजेक्ट कार्य	०३
	कुल अंक	२५

नोट : क्रम संख्या १ अनिवार्य है। क्रम संख्या २ से २४ तक किन्हीं चार का चयन करें, प्रत्येक के तीन अंक निर्धारित हैं, छात्र को आंतरिक परीक्षा में उत्तीर्ण होने के लिए ०९ अंक प्राप्त करना अनिवार्य होगा।

प्रश्नपत्र का स्वरूप एवं अंक विभाजन

क्रम	प्रश्न का स्वरूप	समय	कुल प्रश्न	अंक	कुल अंक
१.	आलोचनात्मक प्रश्न	१.००	०२	१०	२०
२.	संक्षिप्त प्रश्न (टिप्पणी)		०१	०५	०५

नोट : ★ परीक्षार्थी के लिए प्रश्नपत्र का समय १.०० घण्टे का रहेगा।

★ परीक्षार्थी के लिए प्रश्नपत्र २५ अंक का रहेगा।

पाठ्य पुस्तक : - हिन्दी पत्र लेखन कला

लेखक : - डॉ. उमेशकुमार सिंह

प्राप्ति स्थान :

संदर्भ ग्रंथ :

- व्यावहारिक पत्र लेख कला, ब्रजकिशोर प्रसाद सिंह, प्रभात प्रकाशन, दिल्ली ।
- आधुनिक पत्र लेखन, योगेश चंद जैन, अरिहंत प्रकाशन, जयपुर ।
- सामान्य हिन्दी एवं पत्र आलेखन, आनंद महाजन ।
- सामान्य हिन्दी, ओमकारनाथ वर्मा ।
- निबंध माला, योगेश चंद जैन ।

प्रश्नपत्र का प्रारूप

EXTERNAL ASSESSMENT BY UNIVERSITY		
Que. No.	Particulars	अंक
प्र.१	प्र.१	१०
	अथवा	
	प्र.१	
प्र.२	प्र.२	१०
	अथवा	
	प्र.२	
प्र.३	प्र.३ टिप्पणियाँ (१/२)	०५

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Ability Enhancement Course (AEC)
Syllabus of Sanskrit subject for Faculty of Commerce & Management as per NEP
Effective from June 2024
Subject: Sanskrit for Commerce & Management Faculty
SEMESTER-4

Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	
Course Type	AEC-4 (Language)	Practical External	
Course Credit	02	Prac.Ext.Exam Time	
Teaching Hours	30	Total	50
Course Code		Exam Duration	1-00 Hrs.
Course Title	भामिनि विलासे करुणविलासः (Karuna Vilasha in Bhamini Vilasha)		

Course Objectives:

- This course aims to get the students acquainted with the outline of Sanskrit bhamini vilasha , including the text readings of the ‘karuna vilasa’.
- General Introduction of Origin and Development Of Sanskrit Sambhashanam.
- To give the moral and ethical values through the interesting medium of stories.

Course Learning Outcomes:

- Ability to embraces moral/ethical values in conducting his/her life.
- Capable of demonstrating the ability to identify ethical issues related to one’s work.
- Avoid unethical behavior.

COURSE CONTENTS		
Units	Unit Description	No. of Lectures
Unit 1	પંડિત જગન્નાથનું, જીવન, કવન, સમય, જગન્નાથની શૈલી.	15
Unit 2	કરુણવિલાસ (વિરહનું સ્વરૂપ અને કરુણવિલાસનું મૂલ્યાંકન, કરુણવિલાસ શીર્ષક, કરુણવિલાસ : આત્મકથા કે સ્વતંત્ર રચના, કરુણવિલાસનું રસદર્શન (કેવળ રસલક્ષી ચર્યા) (અનુવાદ અને સંદર્ભ અપેક્ષિત નથી)	15

Suggested Reading:

1. કચ્છવિલાસ, સરસ્વતી પ્રકાશન અમદાવાદ
2. ભામિની વિલાસ, ચૌખમ્બા વિદ્યાભવન, વારાણસી
3. સંસ્કૃત સાહિત્યનો ઇતિહાસ, સરસ્વતી પ્રકાશન અમદાવાદ
4. સંસ્કૃત સાહિત્યનો ઇતિહાસ, પાર્શ્વ પ્રકાશન અમદાવાદ
5. [www / archiv.com](http://www.archiv.com)

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.

Paper Style:

EXTERNAL ASSESSMENT BY UNIVERSITY		50 Marks
Que. No.	Particulars	Marks
Que-1	Essay Type Question. (From Unit 1)	(10)
	OR	
Que-1	Essay Type Question. (From Unit 1)	(10)
Que-2	Essay Type Question. (From Unit 2)	(10)
	OR	
Que-2	Essay Type Question. (From Unit 2)	(10)
Que-3	Short Notes. (all units) (2/1)	(05)

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Ability Enhancement Course (AEC)
Syllabus for Faculty of Commerce & Management as per NEP
Effective from June 2024
SEMESTER-4

Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	-
Course Type	Ability Enhancement Skill-4	Practical External	-
Course Credit	02	Prac.Ext.Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	Managerial Communication		

Course Objectives: On successful completion of the course, the students will be able to:

- To introduce the different forms of office communication for enhancing office communication skills of students clearly and effectively
- To enhance students' ability to communicate effectively by mastering professional Email correspondence in a workplace setting.
- To groom the student for entering into corporate world by developing necessary skills.

Course Learning Outcomes: On successful completion of the course, the students will be able to:

- Students will learn different forms of office communication to pace with workplace atmosphere
- Students will enhance their communication skill through mastering writing and speaking skills
- Students will understand significance of effective oral communication to succeed in professional arena.

Teaching Pedagogy: Chalk & Talk, Translation Method, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, Communicative Approach, CALL, MALL, TALL

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	Written Communication • Job Letters through Email: Application, Call Letter for Interview, Offer Letter, Appointment Order, Termination Letter, Resignation Letter, Promotion Letter, Transfer Letter • Resume Building: Importance, Characteristics of Impressive Resume, Practice, Useful Online Sites • Office Communication: Introduction to Notice, Circular, Memo, Office Order, Notification	15

	2	Oral Communication • Introduction to Business Etiquettes: Phone, Handshake, Office, Meal Manners • Presentation Skills: Introduction, Importance, Types, Preparation, Characteristics of effective presentation, boring factors, use of technology • Group Discussion: Importance, Purpose, Necessary Skills to Succeed • Public Speaking: Introduction, Difference between Speech and Presentation, Tips for Effective Speech, Methods-Extempore, Manuscript, Impromptu, Memorized, Practice Speeches: Introducing Chief Guest at Function, Welcome Speech, Farewell Speech, Vote of Thanks, Birthday Speech	15
--	---	---	----

Suggested Reading:

1. Bansal, R. (n.d.). *Unit-1 An Introduction to Communication*. Retrieved from <https://egyankosh.ac.in/handle/123456789/72742>
2. Dev, N. B., & Godhwani, R. (n.d.). *Effective Business Communication*. Indian Institute of Management Bangalore (IIMB). Retrieved from https://onlinecourses.swayam2.ac.in/imb24_mg64/preview
3. Lumen Learning. (n.d.). *Methods of Speech Delivery*. Retrieved from <https://courses.lumenlearning.com/wm-publicspeaking/chapter/methods-of-speech-delivery/>
4. Malik, A. (n.d.). *International Business Communication*. Indian Institute of Technology Kharagpur. Retrieved from <https://nptel.ac.in/courses/110105051>
5. Pal, Rajendra & Korlahalli, J.S. *Essentials of Business Communication*. Sultan Chand & Sons: New Delhi, 2007.
6. Patel, Vitthal. *Communication Skills*. RIA Publishing House: Vallabh Vidyanagar, 2012.
7. Rai, Urmila and Rai, S.M. *Managerial Communication*. Himalaya Publishing House: New Delhi, 2015.
8. Raman, Meenakshi & Sharma Sangeeta. *Technical Communication: Principles and Practices*. Oxford University Press: New Delhi, 2008.
9. Ravichandran, T. (n.d.). *Communication Skills*. Indian Institute of Technology Kanpur. Retrieved from <https://nptel.ac.in/courses/110105051>
10. Viswamohan, A. (n.d.). *Business English Communication*. Indian Institute of Technology Madras. Retrieved from <https://nptel.ac.in/courses/109106129>

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.

Paper Style:

EXTERNAL ASSESSMENT BY UNIVERSITY		50 Marks
Que. No.	Particulars	Marks
Que-1	Essay Type Question. (From Unit 1)	(10)
	OR	
Que-1	Essay Type Question. (From Unit 1)	(10)
Que-2	Essay Type Question. (From Unit 2)	(10)
	OR	
Que-2	Essay Type Question. (From Unit 2)	(10)
Que-3	Short Notes. (all units) (2/1)	(05)