**“Dissemination of Education for Knowledge, Science and Culture”**

* **Shikshanmaharshi Dr. Bapuji Salunkhe**

**Shri Swami Vivekanand Shikshan Sanstha’s**

**Vivekanand College, Kolhapur**

**(Empowered Autonomous)**



**Syllabus**

**for**

**B. Voc. Part I**

**Business Communication**

 ***Under NEP 2020***

**Syllabus with effect from June, 2024**

(Subject to modifications in the future)

**To be implemented from 2024-2025**

**B. Voc. Part I**

**Paper I: Business Communication**

**Semester I**

**Course Outcomes:**

**On completion of the course, students will be able to:**

**CO1**: Understand basics of communication skills.

**CO2**: Write and speak grammatically correct.

**CO3**: Prepare well for Interview.

**CO4**: Perform well during the interview.

|  |  |  |  |
| --- | --- | --- | --- |
| **Module No** | **Units** | **Teaching Hour** | **Credits** |
| **Module I** | **Basic English for Business Communication**Parts of SpeechElements of SentenceTensesVocabulary | 15 | 1 |
| **Module II** | **Communication during Recruitment**Job ApplicationResume WritingInterview TechniquesMost probably asked questions in interview  | 15 | 1 |

**Division of Teaching: 2 Modules X 15 Periods= 30 Periods**

**Evaluation**

|  |  |  |  |
| --- | --- | --- | --- |
| **Semester**  | **Theory/****semester-end exam** | **Practical/Internal Evaluation** | **Credits** |
| I & II |  40 marks | 10 marks | 2 |

**Pattern of Question Paper (Semester I) Total Marks 15**

|  |  |  |  |
| --- | --- | --- | --- |
| 1. **No**
 | **Type of Question** | **Based on** | **Marks** |
| Q.1. | Multiple Choice questions. | Module I | 10 |
| Q.2. | Write Job Application. | Module II | 10 |
| Q.3. | Write a resume. | Module II | 10 |
| Q.4. | Write short notes. (Any two) | Module II | 10 |

**Paper II: Business Communication**

**Semester II**

**Course Outcomes:**

**On completion of the course, students will be able to:**

**CO1**: Use language skills to communicate well.

**CO2**: Participate and perform well in group discussions.

**CO3**: Draft business letters.

**CO4**: Describe products and prepare advertisements.

|  |  |  |  |
| --- | --- | --- | --- |
| **Module No** | **Units** | **Teaching Hour** | **Credits** |
| Module III | **Group Discussion**Initiating a DiscussionEliciting Opinions, Views, etc.Expressing Agreement/ DisagreementMaking SuggestionsAccepting and Declining SuggestionsSumming up, elicit | 15 | 1 |
| Module IV | **Business Correspondence and Marketing**Inviting QuotationsPlacing Orders, ComplainingDescribing Products and writing advertisements  | 15 | 1 |

**Pattern of Question Paper (Semester II) Total Marks 15**

|  |  |  |  |
| --- | --- | --- | --- |
| **Q. No** | **Type of Question** | **Based on** | **Marks** |
| Q.1. | Fill in the Blanks. (Group Discussion) | Module III | 10 |
| Q.2. | Write a business letter. (Business Letters) | Module IV | 10 |
| Q.3. | Describe a Product.  | Module IV | 10 |
| Q.4. | Write an advertise. | Module IV | 10 |

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* Jain, Virander K. Business Communication. S. Chand & Company. 2007

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