

COURSES OF STUDY FOR ABILITY ENHANCEMENT COMPULSORY COURSE IN
“COMMERCE”

SEMESTER I

1 Paper

Total 100 x 1 = 100 Marks OR Total 50 x 2 = 100 Marks

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

(Credits: Theory-02)

योग्यता संवर्धन अनिवार्य पाठ्यक्रम :

(क्रेडिट: थ्योरी -02)

Any One Compulsory Language Communication Prescribed by Ranchi University:

Business Communication (Only for Commerce)/ English Communication/ Hindi Communication /

NH + MB (Non Hindi + Matri Bhasha) Communication

(Refer Syllabus of any One Subject of AECC Curriculum of Ranchi University from List of Syllabus as Prescribed below)

I. BUSINESS COMMUNICATION

(Only for Commerce Steam)

Theory: 30 Lectures

Marks : 100 (ESE 3Hrs) =100

Pass Marks Th ESE = 40

Instruction to Question Setter for

End Semester Examination (ESE):

There will be two group of questions. Group A is compulsory and will contain three questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six questions of 20 marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

OBJECTIVE: To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

CONTENTS:

Unit I: Introduction

6 Lectures

Nature, Process and Importance of Communication, Types of Communication (verbal and Non Verbal), Different forms of Communication. Barriers to Communication

Unit II: Business Correspondence

8 Lectures

Letter Writing, presentation, living quotations, Sending quotations, Placing orders, inviting tenders, Sales Letters, claim & adjustment letters and social correspondence.

Unit III: Report Writing

8 Lectures

Identify the types of reports, define the basic format of a report, identify the steps of report writing, determine the process of writing a report, Apply citation rules in reports.

Unit IV: Business language and presentation

4 Lectures

Importance of business language, Common Errors in English, Oral Presentation Importance, Characteristics, Presentation Plan.

Unit V: Technology and Business Communication

4 Lectures

Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking, Strategic importance of e- communication.

Suggested Readings:

- Lesikar, R.V. & Flatley, M.E.; Basic Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Bovee, and Thrill, Business Communication Today, Pearson Education
- Shirley Taylor, Communication for Business, Pearson Education
- Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH

Note: Latest edition of text books may be used.

OR [Refer Syllabus of AECC of Ranchi University for contents in detail]

II. ENGLISH COMMUNICATION OR (Credits: Theory-02)

III. HINDI COMMUNICATION OR (Credits: Theory-02)

IV. NH + MB COMMUNICATION (Credits: Theory-01 + 01 = 2)

(NON-HINDI + MATRI BHASHA COMMUNICATION)

अहिन्दी + मातृभाषा संप्रेषण (संचार) (क्रेडिट: थ्योरी 01 + 01 = 02)

IV. [A] NON-HINDI COMMUNICATION Marks: 50 (ESE 1.5 Hrs) = 50; Theory: 15 Lectures

अहिन्दी संप्रेषण (संचार) (क्रेडिट: सैद्धान्तिक - 01)

IV. [B] MATRI BHASHA COMMUNICATION

मातृभाषा संप्रेषण (संचार)

Marks : 50 (ESE 1.5 Hrs) = 50

Theory: 15 Lectures

(क्रेडिट: सैद्धान्तिक - 01)

[B 1] ALTERNATE ENGLISH OR

[B 2] BENGALI COMMUNICATION OR

[B 3] SANSKRIT COMMUNICATION OR

[B 4] URDU COMMUNICATION OR

[B 5] T.R.L. COMMUNICATION