

GUJARAT UNIVERSITY
Syllabus for B. Com. Programme
Based on National Education Policy-2020

SEMESTER – IV
Ability Enhancement Courses

AEC-245: Fundamentals of Communication in English -1
(With Effect from Academic Year 2024-2025)

Andragogy: Classroom Lectures, Group Discussions, Role-Plays, Skill-based Practical Exercises, etc.

Learning Objectives: This syllabus is designed:

- To acquaint students with basics of communication through theoretical foundations and practical applications in various contexts.
- To enable students for comprehending the fundamental principles of effective communication so that they can use them effectively and appropriately in real life situation.
- To explain students the different communication contexts and assess the impact of culture and diversity on communication practices.

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

- Understand the fundamentals of communication and demonstrate the ability to apply communication theories to real-world situations in a professional context.
 - Increase their knowledge of various aspects of communication and evaluate communication materials and strategies for clarity, effectiveness, and ethical considerations.
 - Evaluate and select appropriate communication media based on the context and audience.
 - Examine different communication contexts and assess the impact of culture and diversity on communication practices.
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Unit -I

Foundations of Communication

1. Overview of Communication:

- (a) Introduction
- (b) Meaning of Communication
- (c) Scope of Communication
- (d) Origin and Evolution of Communication
- (e) Emergence of Electronic Communication Media
- (f) Impact of Internet on Communication

2. Objectives of Communication:

- (a) Information
- (b) Advice
- (c) Counselling
- (d) Motivation
- (e) Request
- (f) Complaint
- (g) Warning

3. Process of Communication:

- (a) Sender
- (b) Encoding
- (c) Message
- (d) Channel/Medium
- (e) Decoding
- (f) Receiver
- (g) Feedback

4. Developing Communication Skills:

- (a) Listening
- (b) Speaking
- (c) Reading
- (d) Writing
- (e) Understanding
- (f) Responding

5. Principles of effective Communication (7 Cs of effective Communication):

- (a) Completeness
- (b) Conciseness
- (c) Consideration
- (d) Clarity
- (e) Concreteness
- (f) Courtesy
- (g) Correctness

6. Role of Communication Skills in Career and Self Development:

- (a) Getting Job
- (b) Performance and Promotion
- (c) Building Human Relationships
- (d) Getting Things Done
- (e) Benefiting Business
- (f) Social Advancement
- (g) Affecting Future

Unit - II

Communication in Context

1. Intrapersonal Communication:

- (a) Introduction
- (b) Definition
- (c) Positive Self-talk
- (d) Note-taking
- (e) Recalling Information
- (f) Rehearsing
- (g) Writing in a Diary

2. Interpersonal Communication:

- (a) Introduction
- (b) Definition
- (c) Characteristics
- (d) Building a Rapport
- (e) Active Listening
- (f) Emotional Intelligence
- (g) Conflict Resolution and Negotiation Skills

3. Group Communication:

- (a) Introduction
- (b) Definition
- (c) Dynamics of Group Communication
- (d) Defined Roles and Responsibilities
- (e) Strategies for Effective Group Communication
- (f) Adaptability and Flexibility
- (g) Regular Follow-up

4. Public Communication:

- (a) Introduction
- (b) Definition
- (c) Language, Tone, and Style
- (d) Organizing and Delivering Ideas
- (e) Overcoming Fear of Public Speaking
- (f) Audience Analysis and Engagement
- (g) Practice...Practice... Practice

5. Professional Communication:

- (a) Introduction
- (b) Definition
- (c) Objectives of Professional Communication
- (d) Professional Content Writing
- (e) Professional Etiquettes
- (f) Professional Ethics
- (g) Professional Image Building

6. Intercultural Communication:

- (a) Introduction
- (b) Definition
- (c) Understanding Cultural Differences
- (d) Recognizing Communication Styles
- (e) Barriers to Intercultural Communication
- (f) Strategies for Effective Intercultural Communication
- (g) Developing Global Competence

Modes of Evaluation

1. Continuous and Comprehensive Evaluation (CCE) - (25Marks)

(A) Attendance: 05 Marks

(B) Assignment: 05 Marks

(C) Mid-Term Evaluation: 15 Marks

After completion of the syllabus, the faculty member will conduct mid-term evaluation. The concerned faculty member will decide the mode of mid-term evaluation from the following:

❖ **MCQ Based Examination** (Online/Offline)

(15 MCQs of one mark each, Time Duration: 15 Minutes)

(OR)

❖ **Any one from the following:**

- Open Book Exam
- Practical Exam
- Essay/Article Writing
- Quizzes (On/Offline)
- Objective Test
- Class Assignment
- Research/Dissertation
- Case Studies
- Report Writing
- Interviews
- Poster Presentation
- Seminar
- Paper Presentation
- Viva Voce/Oral

(OR)

❖ **Descriptive Examination** (Time Duration: 45 Minutes)

Note: Structure of the Question Paper for Descriptive Examination

(Time Duration: 45 Minutes, Marks: 15)

Q –1. Briefly discuss any ONE of the following: (out of three) 8
(From Unit-I)

Q – 2. Briefly discuss any ONE of the following: (out of three) 7
(From Unit-II)

2. Semester End Evaluation (SEE) – (25 Marks)

Modes of Evaluation	Maximum Marks	Minimum Passing Marks
CCE	25	09
SEE	25	09

Total No. of Teaching Hours: 30 Hours

Unit – I: 15 Hours

Unit – II: 15 Hours

Credit Distribution:

Total Credits: 02 Credits

Lecture: 1 Credit (Lecture 1= One Hour)

Practical: 1 Credit (Practical 2= Two Hours)

Notes:

- One Hour of Lecture is equal to 1 Credit per week.
- Two Hours of Practical is equal to 1 Credit per week.
- Practical Classes may be conducted in the Classroom/Language Lab/ Business Lab/Computer Lab depending on the requirement.
- For Practical Classes, one batch size of students (per teacher) will be as per the rules of Gujarat University.

Acronyms Expanded:

- **L+P:** Lecture +Practical
- **SEC:** Skill Enhancement Courses
- **CCE:** Continuous and Comprehensive Evaluation
- **SEE:** Semester End Evaluation

➤ **Recommended Reading:**

1. Communication Skills – M. S. Rao, Notion Press
2. Business Communication – Urmila Rai & S. M. Rai, Himalaya Publishing
3. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli, Sultan Chand & Sons, New Delhi
4. Communication and Media Studies – Indira R. Ananthkrishnan, Orient BlackSwan
5. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh, Himanshu Publications, New Delhi
6. Mastering Communication at Work – D. K. Bhanot, HarperCollins India

➤ **Recommended E-Content:**

English GUETA Website/English GUETA App/ English GUETA YouTube channel

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Paper Style for Semester End Evaluation

B. Com., Semester – IV (NEP)

Ability Enhancement Courses

AEC-245: Fundamentals of Communication in English -1

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Time: 1 Hour

Marks: 25

Q –1. Briefly discuss any ONE of the following: (out of three) 10

- (A) General Question
- (B) General Question
- (C) General Question

(From Unit-I)

Q – 2. Briefly discuss any ONE of the following: (out of three) 10

- (A) General Question
- (B) General Question
- (C) General Question

(From Unit-II)

Q – 3. Choose the correct option: 05

Notes: (1) Any 5 MCQs out of 8 from Unit-I&II)

(2) 4 MCQs to be asked from each unit

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Model Question Paper for Semester End Evaluation

B. Com., Semester – IV (NEP)

Ability Enhancement Courses

AEC-245: Fundamentals of Communication in English -1

Time: 1 Hour

Marks: 25

Q –1. Briefly discuss any ONE of the following: 10

- (A) Overview of Communication
- (B) Objectives of Communication
- (C) Developing Communication Skills

Q – 2. Briefly discuss any ONE of the following: 10

- (A) Group Communication
- (B) Interpersonal Communication
- (C) Public Communication

Q – 3. Choose the correct option: 05

1. What is the primary purpose of communication?
 - (A) To entertain
 - (B) To inform, persuade, and entertain
 - (C) To confuse
 - (D) To distract

2. Which of the following is not a component of the communication process?
 - (A) Sender
 - (B) Message
 - (C) Receiver
 - (D) Interrupter

3. Motivation means _____.
 - (A) making a very request
 - (B) raising objection
 - (C) encouraging someone to work better
 - (D) None of these

4. What is feedback in the context of communication?
- (A) The sender's emotions
 - (B) The receiver's response to the message
 - (C) The channel of communication
 - (D) The noise in the communication process
5. Which of the following barriers can affect effective interpersonal communication?
- (A) Emotional barriers
 - (B) Cultural differences
 - (C) Language barriers
 - (D) All of the above
6. Which of the following is not required in Professional Communication?
- (A) Content Writing
 - (B) Etiquette
 - (C) Ethics
 - (D) Social Services
7. What is intercultural communication?
- (A) Communication between people from the same culture
 - (B) Communication between individuals from different cultures
 - (C) Communication that occurs online
 - (D) Communication using sign language
8. Which factor is not a part of the social context in communication?
- (A) Relationships between communicators
 - (B) Cultural background
 - (C) Weather conditions
 - (D) Social norms
