

SEMESTER IV**5 Papers****Total 100 x 5 = 500 Marks****I. SKILL ENHANCEMENT COURSE SEC 2:**

(Credits: Theory-02)

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.

BUSINESS COMMUNICATION**Theory: 75 Lectures; Tutorial:15 Lectures****Business Communication**

1. Introduction to the Essentials of Business Communication: Theory and Practice
2. Citing references, and using bibliographical and research tools
3. Writing a project report
4. Writing reports on field work/visits to industries, business concerns etc. /business negotiations.
5. Writing minutes of meetings
6. E-correspondence
7. Spoken English for business communication
(Viva for internal assessment)
8. Making oral presentations
(Viva for internal assessment)

Suggested Readings:

- ☐ Scot, O.; Contemporary *Business Communication*. Biztantra, New Delhi.
- ☐ Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for*
- ☐ *Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd.
- ☐ New Delhi.
- ☐ Ludlow, R. & Panton, F.; *The Essence of Effective Communications*, Prentice Hall
- ☐ Of India Pvt. Ltd., New Delhi.
- ☐ R. C. Bhatia, *Business Communication*, Ane Books Pvt Ltd, New Delhi

II. GENERIC ELECTIVE (GE 4)

(Credits: 06)

All Four Papers (One paper to be studied in each semester) of any One Subject to be opted other than the Honours Subject. Refer Content from the Syllabus of Opted Generic Elective Subject.