

HEMCHANDRAYACHARYA NORTH GUJARAT UNIVERSITY
C B C S : FOR B.COM L.L.B PROGRAMME
(4 Credits, 60 Hours)

Programme Name	FIVE YEAR INTEGRATED LAW PROGRAMME
Semester	Fourth
Course No	CC 405
Course Name	Business Communication
Course Type	CORE
Effective From	JUNE – 2016
Objective	To make students acquainted with knowledge Business Communication.

Unit No	Content
1	<p>(I) Report writing : Business report : Report by individuals and committees on the following topics :</p> <p>(a) Extension of business (b) Functioning of a firm (c) Accidents (d) Decline in the sales of a product (e) Starting of a new business (f) Grievances of workers. (g) Inquiry into charges of mismanagements.</p>
2	<p>(II) Drafting of advertisements :</p> <p>(a) Drafting of advertisement in not more than 25 words on commercial products. (b) Drafting of advertisement in not more than 25 words on promotion of sales.</p>
3	<p>(III) Comprehension of daily and weekly stock-exchange report.</p>
4	<p>(IV) Drafting of speeches for the following :</p> <p>(a) Proposing a vote of thanks. (b) Introducing the chief guest at a function. (c) Speech at a farewell function. (d) Canvassing at a union election meeting. (e) Speech at a condolence meeting.</p>

Books recommended :

1. Leech, Geoffrey N. : English in advertising {A linguistic study of advertising in Great Britain} Longmont Green & Co. London 1996.
2. Sharma R.C & Mohan K. : Business correspondence & report writing, Tata McGraw Hill publishing company LTD, Bombay 1979.
3. Bonham, Philip : Executive English, Longmont Group, Landon, 1970. The study of a text-book prescribed by the Board of studies from time of Time.