



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Practical Accounting and Tax (DPATP)& Tally

Course / Subject Code : BV04008041

Course / Subject Name : Business Communication

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Core Course

<b>Prerequisite:</b>	<b>Desire to Learn</b>
<b>Rationale:</b>	This course will help student to develop understanding about Business communication process and its significance and help them to develop their formal business communication and reporting skills.

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Formal Letters & Office Communications including emails.
02	Prepare Minutes of Meetings, The Requisites for a Meeting, Agenda, Action Taken Report
03	Prepare Effective self Resume

### Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	50	0	0	0	50

### Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Writing Formal Letters &amp; Office Communications</b> Difference between Formal & Informal Letters, Drafting Formal Letters, Types of Business or official letters, office circulars, Memos, etc	12	30
2.	<b>Writing Formal Mails</b> Formal & informal Emails, Format of Email writing, Anatomy of A good Email, etc	12	30
3.	<b>Meetings</b> Types of Meetings, The Requisites for a Meeting, Agenda, Minutes,	10	20



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	Action Taken Report		
4.	<b>Resume Writing</b> Introduction, SWOT analysis, Formats, Covering Letter	11	20
	<b>Total</b>	<b>45</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
5	5	30	0	0	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

1. ICAI Module for Business Communications and Reporting
2. Wren & Martin High School English Grammar And Composition Book (Regular Edition)
3. English Grammar & Composition by S. C. Gupta, Arihant
4. Business Correspondence & Report Writing by R. C. Sharma/ K. Mohan by TMH
5. Business Communication by K. K. Sinha, Galgotia Publications
6. Taxmann's Business Correspondance& Reporting by Dr. C. B.Gupta
7. Paduka's Business Law & Business Correspondence and Reporting by CA G. Sekar, CA B. SarvanaPrasath by Commercial Law Publishers (India)Pvt. Ltd.

### (b) List of Journals / Periodicals / Magazines / Newspapers, etc.:

1. The Times of India/ Indian Express
2. Reader's Digest
3. Just English
4. Let's find out
5. Storyworks
6. Competition Success Review

## Teaching Method:

1. Assignments, Presentations, etc
2. Writing Practice
3. Sample Discussion

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