

**Skill Enhancement Courses (SEC)**  
**offered by**  
**Department of Commerce w.e.f. 2026-27**

**Skill Enhancement Courses (SEC)**

| <b>Category</b> | <b>Course Code</b>  | <b>Semester</b> | <b>Credit</b> | <b>Nomenclature of Course</b>        |
|-----------------|---------------------|-----------------|---------------|--------------------------------------|
| SEC             | 26L4.5-SEC--COM-201 | 2               | 3 (2Th+ 1P)   | Business Communication & Soft Skills |

| <b>Part A – Introduction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                |                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------|
| Subject                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Commerce                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                |                      |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2 <sup>nd</sup> Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                |                      |
| Nature of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Theory + Practical                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                |                      |
| Nomenclature of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Business Communication & Soft Skills                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                |                      |
| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 26L4.5-SEC-COM-201                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                |                      |
| Course Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | SEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                |                      |
| Course Level                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 100-199                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                |                      |
| Pre-requisite for the course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                |                      |
| Course Learning Outcomes (CLOs). After completing this course, the learner will be able to:                                                                                                                                                                                                                                                                                                                                                                                                                                       | CLO <sub>1</sub>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Understand the fundamentals, process, barriers, and importance of business communication.                      |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | CLO <sub>2</sub>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Develop skills in preparing effective business messages, correspondence, reports, and e-communication.         |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | CLO <sub>3</sub>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Develop effective written, oral, interpersonal, and professional communication skills in workplace situations. |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Practical                                                                                                      | Total                |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 1                                                                                                              | 3                    |
| Teaching hours per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2                                                                                                              | 4                    |
| Internal Assessment Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 05                                                                                                             | 20                   |
| End Term Exam Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 35                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 20                                                                                                             | 55                   |
| Max. Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 50                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 25                                                                                                             | 75                   |
| Examination Duration(inHours)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 02                                                                                                             |                      |
| <b>Part B- Contents of the Course</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                |                      |
| <b><u>Instructions for Theory Paper-Setter</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                |                      |
| The paper setter shall prepare 5 questions selecting two questions from each of the two units with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory question comprising 7 short answer type questions carrying one mark each (total 07 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt three questions: the compulsory question no. 1 and 1 question from the each of the two units. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                |                      |
| <b><u>Instructions for Practical Examiner</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                |                      |
| Write-up and execution of the practical will be conducted as per the nature of the practical by the external examiner, with consideration given to the Course Learning Outcomes.                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Topics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>CLO/s Attempt</b>                                                                                           | <b>Contact Hours</b> |
| Unit-I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Introduction of Business Communication:</b> Definition, Nature and classification of communication; Role and Process of communication. Key elements of the communication; Importance of communication in management, Communication Network; barriers to communication, overcoming to communication, effective communication.                                                                                                                                                                                                                                                                                                            | 1                                                                                                              | 15                   |
| Unit-II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Basic patterns of business messages and stages of the writing process.<br><b>Essentials of effective business letters:</b> language, tone, structure and layout. Types of letters: enquiries, replies, sales, orders, tenders, notices, complaints, and letters of appointment.<br><b>Report writing;</b> Meaning and importance of report writing, Purpose and process of report writing, structure of business reports<br><b>Meeting documentation:</b> preparing agendas, resolutions, circulars, and minutes of meetings.<br><b>E-correspondence:</b> effective IT communication tools, email protocols, safety and digital etiquette. | 2                                                                                                              | 15                   |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                         |                                 |              |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------|---------------------------------|--------------|--------------|
| Unit-III<br>Practical<br>Components                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Practicum</b> <ul style="list-style-type: none"><li>• <b>Email Writing</b> for different Business Scenarios, drafting memos for specific situations, Writing of Business Reports.</li><li>• <b>Public Speaking and Presentation Skills:</b> Self-Introduction, Stage Presence &amp; Body Language, delivering business presentations and managing live Q&amp;A sessions.</li><li>• <b>Listening skills-</b> conversational skills (formal and informal), Group Discussion, listening to lectures, discussions.</li><li>• Mock Job Interviews and Resume Preparation</li><li>• Practice of Business Meetings and Minutes of Business Meetings</li><li>• Phone Etiquette and Professionalism</li><li>• Handling of Customer Complaints and Feedback analysis</li></ul> |              |                                         | 3                               | 30           |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Total Contact Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                         |                                 | 60           |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Evaluation Methods</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |              |                                         |                                 |              |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Internal Assessment:20</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>TH-15</b> | <b>PR-5</b>                             | <b>End Term Examination: 55</b> | <b>TH-35</b> | <b>PR-20</b> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5            | 0                                       | Lab record                      | NA           | 05           |
| Seminar/presentation/assignment/quiz/class test etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA           | Viva-Voce                               | NA                              | 05           |              |
| Seminar/Demonstration/Viva-voce/Lab records etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5            | Written Examination                     | 35                              | NA           |              |
| Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA           | Write-up and execution of the practical | NA                              | 10           |              |
| <b>Part C-Learning Resources</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                         |                                 |              |              |
| <b>Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                         |                                 |              |              |
| <b>Textbooks</b> <ul style="list-style-type: none"><li>• Chaturvedi, P. D., &amp; Chaturvedi, M. (2024). <i>Business communication: Skills, concepts, cases, and applications</i> (5th ed.). Pearson Education.</li><li>• Kaul, A. (2022). <i>Business communication</i> (3rd ed.). PHI Learning Pvt. Ltd.</li><li>• Koneru, A. (2008). <i>Professional communication</i>. McGraw Hill Education.</li><li>• McGrath, E. H., &amp; McGrath, S. J. (2021). <i>Basic managerial skills for all</i> (9th ed.). PHI Learning Pvt. Ltd.</li><li>• Sinha, K. K., &amp; Mohindra, R. S. (2023). <i>Taxmann's business communication: Comprehensive guide featuring lucid presentation, real-life situation-based examples, leading case studies, etc., for managerial students</i> (5th ed.). Taxmann Publications.</li><li>• Guffey, M. E., &amp; Loewy, D. (2025). <i>Business communication</i> (11th ed.). Cengage Learning.</li><li>• Quintanilla, K. M., &amp; Wahl, S. T. (2024). <i>Business and professional communication</i> (5th ed.). SAGE Publications.</li><li>• Nawal, M. (2023). <i>Business communication</i> (3rd ed.). Cengage Learning.</li><li>• Kumar, V., &amp; Raj, B. (2019). <i>Business communication</i> (6th ed.). Kalyani Publishers.</li></ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                         |                                 |              |              |
| <b>Reference Books</b> <ul style="list-style-type: none"><li>• Ober, S., &amp; Newman, A. (2015). <i>Communicating in business</i>. Cengage Learning.</li><li>• Howard, R. M. (2018). <i>Writing matters</i> (3rd ed.). McGraw-Hill Education.</li><li>• Butterfield, J. (2017). <i>Soft skills for everyone</i>. Cengage Learning.</li><li>• Irwin, D. (2015). <i>Effective business communications</i> (3rd ed.). Viva-Thorogood.</li><li>• Pal, R., &amp; Korlahalli, J. S. (2015). <i>Essentials of business communication</i> (2nd ed.). Sultan Chand &amp; Sons.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                         |                                 |              |              |
| <b>Web References</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                         |                                 |              |              |

- English for managers: Business correspondence (n.d.). ABAHE.  
<http://www.abahe.co.uk/Free-En-Resources/English-for-Managers-Business-Correspondance.pdf>
- Business communication. (n.d.). PC Freak.  
[http://www.pcfreak.net/international\\_university\\_college\\_files/Business%20Communication.pdf](http://www.pcfreak.net/international_university_college_files/Business%20Communication.pdf)

#### **E-Text Books**

- Open Education Network. (n.d.). Business communication. Open Textbook Library.  
<https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=8>
- Goodreads. (n.d.). Business communication books.  
<https://www.goodreads.com/shelf/show/business-communication>

### **Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs) & Program Specific Outcomes (PSOs)**

| CLOs             | PLO <sub>1</sub> | PLO <sub>2</sub> | PLO <sub>3</sub> | PLO <sub>4</sub> | PLO <sub>5</sub> | PLO <sub>6</sub> | PLO <sub>7</sub> | PLO <sub>8</sub> | PLO <sub>9</sub> | PLO <sub>10</sub> | PLO <sub>11</sub> |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|
| CLO <sub>1</sub> | 3                | 3                | 2                | 2                | 1                | 2                | 3                | 1                | 2                | 2                 | 1                 |
| CLO <sub>2</sub> | 2                | 3                | 2                | 2                | 2                | 3                | 3                | 2                | 3                | 2                 | 2                 |
| CLO <sub>3</sub> | 2                | 3                | 3                | 2                | 2                | 3                | 2                | 2                | 3                | 2                 | 1                 |

### **Content Mapping with NEP thrust areas**

| Field                               | Hours devoted                                                                                                                                                                                                                                                                                          |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Employability                       | <b>10 Hours</b> (Resume preparation, mock job interviews, business presentations, professional communication, phone etiquette, customer complaint handling, business meetings and workplace communication.)                                                                                            |
| Entrepreneurship                    | <b>4 Hours</b> (Business messages, sales letters, orders, tenders, customer communication, business report writing, and professional correspondence.)                                                                                                                                                  |
| Skill Enhancement                   | <b>12 Hours</b> (Business letter writing, report writing, memo drafting, email writing, presentation skills, listening skills, group discussions, meeting documentation, minutes writing, and feedback analysis)                                                                                       |
| Communication Development           | <b>18 Hours</b> (Nature and process of communication, communication elements and networks, barriers to communication, effective communication, business messages, business correspondence, e-correspondence, public speaking, conversational skills, listening, presentations, and group discussions.) |
| Environmental Awareness/SDGs        | <b>1 Hour</b> (Communication related to socially responsible business practices and sustainable organizational practices.)                                                                                                                                                                             |
| Current Issues and Social Awareness | <b>3Hours</b> (Contemporary workplace communication, digital communication, customer feedback, communication challenges in modern organizations, and social dimensions of workplace communication.)                                                                                                    |
| Gender issues                       | <b>2 Hours</b> (Professional communication, workplace interactions, inclusive communication, and sensitivity to gender-related issues in organizational settings)                                                                                                                                      |
| Public policies                     | <b>2 Hours</b> (Official communication, notices, circulars, tenders, organizational documentation, and communication related to institutional/public organizations.)                                                                                                                                   |