

## GANDHINAGAR CHARITABLE TRUST SAMARPAN ARTS AND COMMERCE COLLEGE



**SECTOR-28, GANDHINAGAR** 



Achieving... Excellence... Together...

# Department of Commerce Samarpan Arts and Commerce College, Gandhinagar.

Warmly Welcomes you all
At the Onset of the
New Academic Year (2020 – 2021).

#### COMMERCIAL COMMUNICATION-I

## UNIT- ONE Understanding Communication

- 1. Communication: Introduction and Definitions
- Objectives of Communication: (a) Information (b) Knowledge (c)
   Advice (d) Counselling (e) Motivation (f) Request (g) Complaint
   (h) Warning
- 3. Process of Communication
- 4. Feedback: Meaning and Types of Feedback
- Communication through Listening: Difference between Listening
   Hearing and Importance of Listening
- 6. Types of Listening: (a) Casual Listening (b) Passive Listening (c) Selective Listening (d) Active Listening (e) Intensive Listening

## UNIT - TWO E- Communication

- 1. E-communication: Meaning and Importance
- 2. E-communication: Various Forms
- 3. E-communication: Advantages and Limitations
- 4. E- commerce
- 5. E-banking
- 6. E- meetings: Advantages and Limitations
- 7. E- governance

## UNIT- THREE Communication for Employment

- 1. Guidelines for drafting an effective Job Application
- 2. Techniques for writing an effective Resume/CV
- 3. Drafting Job Application
- 4. Drafting Resume/CV
- 5. Tips for facing Interview

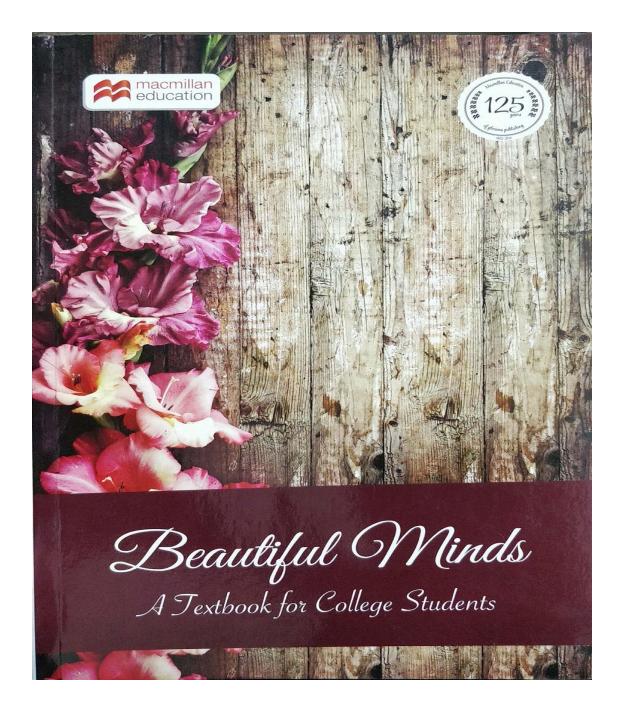
# UNIT- FOUR (A) Precis Writing (B) Vocabulary

1. Frequently Confused Pairs of Words (50 Words)

## GENERAL ENGLISH – I For Gujarati and Hindi Medium

Unit – I (Text) Beautiful Minds (Published by Macmillan) SECTION ONE (Prose: 1 to 3)

Unit – II (Text) Beautiful Minds (Published by Macmillan) SECTION ONE (Poems: 1 to 3)



#### Unit – III (Grammar)

#### A. DO, BE and HAVE as Main Verbs

Note: In a way, Do, Be and Have are "special verbs" in English because they are used as Main and Auxiliary verbs. As main verbs, "DO", "BE" and "HAVE" occur independently in the sentence and express a variety of meanings in formal and informal situations. In this section, PRESENT, PAST and FUTURE forms of these three verbs will be taught and examined only as Main Verbs.

#### B. TENSES:

- Present Simple Tense
- ii. Present Continuous Tense
- iii. Present Perfect Tense
- iv. Present Perfect Continuous Tense
- v. Past Simple Tense
- vi. Past Continuous Tense
- vii. Past Perfect Tense
- viii. Future Simple Tense

## Unit – IV (Comprehension and Composition)

## A. Paragraph Writing:

List of Topics for Paragraph Writing:

- PERSONAL: (a) My Ambition in Life (b) India My Country (c)
   College Life (d) My Favourite Movie
- STATE/ NATION/ MEDIA: (a) My City/ Village (b) My Favourite Sportsperson (c) Gandhi Ashram (d) Importance of English in India
- <u>ENVIRONMENT/ SOCIAL LIFE</u>: (a) Pollution (b) Traffic Awareness (c) Trees – Our Best Friends (d) Gender Discrimination

## B. Comprehension of an Unseen Passage

All the Best

For

A

Happy

Collaborative Communication

&

Novel Online Learning Experience.

THANKS & LOT.