



GANDHINAGAR CHARITABLE TRUST
SAMARPAN ARTS AND COMMERCE COLLEGE

SECTOR-28, GANDHINAGAR



SILVER JUBILEE



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
2. 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
5. 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)



Beautiful Minds

A Textbook for College Students

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:

- i. 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
- ENVIRONMENT/ SOCIAL LIFE: (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 A LOT.