

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
UG First Year :-2024-25	Subject- (Gujarati)
Semester II	
Title of Paper :- Business Correspondence	Credits 2
From the Academic Year :-	2024-25

Name of the Course: Business Correspondence વાણિજ્ય પત્રવ્યવહાર

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	“The vision outlined in the National Education Policy (NEP) of 2020 presents an invaluable. Opportunity to prepared students with a clear and focused direction. In alignment Not limited to: with the NEP 2020 objectives, The Introduction of Vanijya Patravvyavhar programme is strategically designed to make learn students to write business communication effectively in this global market.
2	Vertical	OE
3	Type	Theory and Practical
4	Credit	2 credits (1 credit = 15 Hours for Theory and 25 marks per credit in a semester)
5	Hours Allotted	30 Hours
6	Marks Allotted	50 Marks (20+30)
7	Course Objectives	
	1	To introduce business communication skill like letter writing, mail writing , purchase order and other commercial correspondence
	2	The Gujarati is a one important language among trend. Student will know commercial area in indigenous language, that will help him to improve skill.
8	Course outcome	
	After studying the course students will be able to	
	1	Student will be learn to know commercial term and jargons in Gujarati
	2	Student learn how to communicate in business circle

9	Modules:-	
	Module : 1:-Business Letter (Type-I)	
	1	Application for Job interview
	2	Offer letters
	3	Sales letters
	4	Thank you letters
	5	Complaint letters (15 Lectures 01 credit Marks 25)
	Module : 2: Business letter (Type-2)	
	1	Welcome letters
	2	Order letters
	3	Announcement letters
	4	Inquiry letters and response letters
	5	Basic Business Terminology in Gujarati
	(15 Lectures 01 credit Marks 25)	
	20 Marks Internal +30 Marks External	
10	Text Books:	
11	Reference Books:	
	1	Vanijya Patravvyavhar & Secretariyal Practice Gujarat Rajya Shala Pathya Pustak Mandal, Gandhinagar-382010
12	Internal Continuous Assessment :20%	Semester End Examination : 30%
13	Continuous Evaluation through: Class Tests, Presentation, creative writing	
14	Format of Question Paper: for the final examination	

Internal Evaluation: 20 Marks

Sr. No	Particular	Marks
1	Classroom Presentation/Assignment	10
2	Essay Submission/Book Review/Field visit Report/Education Activity Report	10

Total Marks: 20

External Evaluation: 30 Marks

Sr. No.	Particular	Marks
1	Essay Type Question (Unit 1)	15 Marks
2 3	Essay Type Question (Attempt any one out of 2 based on Unit II) or Short note/ Problem (based on all Unit I and II)	15 Marks

Total Marks: 30

**Sign of the BOS
Chairman
Name of the
Chairman
Name of the BOS**

**Sign of the
Offg. Associate Dean
Name of the Associate
Dean
Name of the Faculty**

**Sign of the
Offg. Dean
Name of the Offg. Dean
Name of the Faculty**