



**Anand Law College**  
**(An Autonomous Institute, Under UGC Regulation-2023)**  
**Managed by Shri Ramkrishna Seva Mandal**  
**Near Grid, Anand, Gujarat**  
**(Affiliated to S. P. University & Approved by BCI, New Delhi)**  
**NAAC Accredited, 'B++' Grade, CGPA 2.97 - 1<sup>st</sup> Cycle**  
**Syllabus with effect from the Academic Year 2025-26**



<b>Name of the Course: B.B.A LL.B</b>	<b>Type of Course: 5 Years Integrated</b>
<b>Year : 1<sup>st</sup> Year</b>	<b>Semester : 2<sup>nd</sup> Semester</b>
<b>Subject Code : ALCUG2CBBA5</b>	<b>Subject: Business Communication</b>
<b>W.E.F: 2025-26</b>	<b>Teaching Hours: 72</b>

**Teaching & Examination Scheme:**

Credit	Lect	Lab	Tut	Internal Marks		External Marks	Passing Marks	Passing Marks	Total Marks
				T & P	CE	T & P	Internal	External	Int+Ext
4	4	-	1	20	20	60	16/40	24/60	40/100

Lect= Lecture, Tut= Tutorial, Lab= Lab, T- Theory, P= Practical Theory Passing%: 40, Practical Passing%: 40

<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To assist the students to acquire good communication skills to meet the challenges of the legal profession as well as corporate sector. (<b>L 1: Remember, L 2 Understand</b>)</li> <li>2. To explain an outline to effective Organizational Communication and underline the nuances of Business communication. (<b>L 1: Remember, L 2 Understand, L3 Analyze</b>)</li> <li>3. To enable the students to write effective and concise letters and to prepare informal and formal reports. (<b>L 1: Remember, L 2 Understand/ L6 Create</b>)</li> <li>4. To develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships. (<b>L2: Understand/ L5 :Evaluate</b>)</li> </ol>
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**Course Outcome (CO):**

Upon completion of the course, student shall be able to

1.	Learn the general idea about the four functions of language: Reading, Writing, Speaking, and Listening and Students can improve on future speeches.
2.	Understand and analyze conceptual foundation of subject and its practical relevance.
3.	To develop appropriate letters and effective business letters and reports
4.	Over all the students can speak, read and to write coherently, clearly, flawlessly and comprehensively;

**DETAILED SYLLABUS:**

**Total Teaching Hours: 72 Hours**

Unit	Description	Credits / Hours
<b>1</b>	<b><u>Introduction of Communication</u></b>	(4)
1.1	Basic forms of communication	18 Hours
1.2	Communication models and processes	
1.3	Interpersonal Communication	
1.4	Soft Skills: Emotional Intelligence	
<b>2</b>	<b><u>Corporate Communication</u></b>	(4)
2.1	Formal and informal communication networks; Grapevine;	18 Hours
2.2	The communication media: Verbal, Non-verbal communication	
2.3	Miscommunication (Barriers); Improving communication	
2.4	SWOT analysis	
<b>3</b>	<b><u>Composition :</u></b>	(4)
3.1	Planning business messages	18 Hours



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3.2	Business letters: format and types of letters, request letters; Good news and bad news letters; Persuasive letters; Sales letters	
3.3	Report Writing ( format of report, types of report, crime report, court case report, )	
3.4	Oral Presentation : Principles of oral presentation, factors affecting presentation	
<b>4</b>	<b><u>Applications of Communication</u></b>	
<b>4.1</b>	Writing CV and Job Application letters	(4) 18 Hours
4.2	Group discussion and Interviews	
4.3	Email Writing and Email Etiquettes	

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
1.	High School English Grammar and Composition – by Wren and Martin
2.	Practical English Grammar – Thomson and Martine
3.	David Gill and Bridget Adams. ABC of Communication Studies, published by Nelson Thorns, 1998.
4.	John Snape and Gary Watt How to Moot: A Student Guide to Mooting, Oxford, 2013.
5.	Karl Erik Rosengren Communication: An Introduction, SAGE Publication.
6.	Mia B. Ingels Legal English Communication Skills, ACCO, 2006.



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7.	Rupert Haigh Legal English Fourth Edition, Routledge, 2015.
8.	English for law Students, Us Singh, Allahabad Law Agency, 2015
	<b>Online Sources</b>
9.	<a href="https://www.oxfordlearnersdictionaries.com/definition/collocations/">https://www.oxfordlearnersdictionaries.com/definition/collocations/</a>
10.	<a href="https://www.oxfordreference.com/display/10.1093/acref/9780199658237.001.0001/acref-9780199658237">https://www.oxfordreference.com/display/10.1093/acref/9780199658237.001.0001/acref-9780199658237</a>
11.	The Use of Maxims in Jurisprudence, Jeremiah Smith, Harvard Law Review, Vol. 9, No. 1 (Apr. 25, 1895), pp. 13-26 (14 pages) <a href="https://www.jstor.org/stable/pdf/1322311.pdf">https://www.jstor.org/stable/pdf/1322311.pdf</a> Legal Reasoning & Legal Interpretation (Aug., 1985), pp. 239-255 (17 pages) <a href="https://www.jstor.org/stable/3504672">https://www.jstor.org/stable/3504672</a>
12.	An Effective Reading Class For Law Students, Patricia Heard, Journal of Reading, Vol. 8, No. 5 (Apr., 1965), pp. 315-321 (7 pages), <a href="https://www.jstor.org/stable/40031148">https://www.jstor.org/stable/40031148</a> <a href="https://www.mkgandhi.org/ebks/law_and_lawyers.pdf">https://www.mkgandhi.org/ebks/law_and_lawyers.pdf</a>

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