



BACHELOR OF BUSINESS ADMINISTRATION

BBA (ISM) Semester: I

Course Code	UM1AEBBS01	Title of the Course	Communication Skills for Management - I
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To help students to develop the ability to listen attentively, understand different perspectives, and respond appropriately.
	2. To develop clear and concise verbal and written communication skills that are appropriate for different situations, audiences and contexts.
	3. To make the learner proficient in the use of the English language.
	4. To develop the skills of independent reading and writing with comprehension.
	5. To introduce learner is to the basic concepts of business communication.

Course Content		
Unit	Description	Weightage (%)
1.	Text: A collection of short stories Name of the Text: Contemporary Short Stories Ed. L. A. Hill (Oxford University Press) 1. The Happy Prince by Oscar Wilde 2. The Mark of Vishnu by Khushwant Singh 3. The Halfyard Ham by A. E. Coppard 4. Uneasy Homecoming by Will F. Jenkins 5. The Trust Property by Rabindranath Tagore (Three text-based descriptive questions may be asked)	50 %
2.	Introducing Business Communication: <ul style="list-style-type: none"> • Concept, Definitions and Attributes of Communication • Importance of Communication in Business • The Process of Communication (Communication Cycle) • Talk Tactics • The Ten Commandments of Effective Communication (General questions/short notes may be asked)	50 %



Teaching Learning Methodology	Learner-centred Instructional methods, Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	Students should be able to communicate effectively in different contexts, both verbally and in writing, with different stakeholders, including colleagues, superiors, and customers.
2.	Students should be able to build positive and productive relationships with colleagues and stakeholders through active listening, empathy, and conflict resolution.
3.	Students should be able to demonstrate effective leadership skills, including motivating and influencing others, setting goals and expectations, and providing feedback.
4.	Students should be able to present themselves professionally through effective communication, including dress, body language, and etiquette.



Suggested References	
Sr. No.	References
1	Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
2	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3	Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
4	Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
5	Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
6	Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
7	Effective Business Communication – M V Rodriques (Concept Publishing House)
8	Business Communication – Meenakshi Raman & Prakash Singh (Oxford University Press)
9	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
On-line resources to be used as and when required.	

