



**BACHELOR OF BUSINESS ADMINISTRATION**

**BBA (ITM) Semester: I**

<b>Course Code</b>	UM01AEBBI01	<b>Title of the Course</b>	Communication Skills for Management-I
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	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 to the basic concepts of business communication.

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	Text: A collection of <b>short stories</b> 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 Hamby 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)	<b>50%</b>
<b>2.</b>	<b>Introducing Business Communication:</b> <ul style="list-style-type: none"><li>• Concept, Definitions and Attributes of Communication</li><li>• Importance of Communication in Business</li><li>• The Process of Communication (Communication Cycle)</li><li>• Talk Tactics</li><li>• The Ten Commandments of Effective Communication</li></ul> (General questions/short notes may be asked)	<b>50%</b>



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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<b>Evaluation Pattern</b>		
Sr. No.	Detail of the Evaluation	Weightage
1.	Internal Written (As per CBCSR.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCSR.6.8.3)	15%
3.	University Examination	70%

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



<b>Suggested References</b>	
<b>Sr.No.</b>	<b>References</b>
<b>1</b>	EssentialsofBusinessCommunication –RajendraPalandJSKorlahalli(SultanChand&Sons)
<b>2</b>	PrinciplesandPracticeofBusinessCommunication –RhodaADoctor&AspiHDoctor(AR Sheth&Company,Mumbai)
<b>3</b>	BusinessCommunication–USRai&SMRai(HimalayaPublishingHouse,Mumbai)
<b>4</b>	DevelopingCommunicationSkills–KrishnaMohan&MeeraBenerji(Macmillan)
<b>5</b>	EffectiveBusinessCommunication–AshaKaul(PrenticeHall–EconomyEdition)
<b>6</b>	BusinessCommunication–AshaKaul(PrenticeHallofIndiaPvtLtd,NewDelhi)
<b>7</b>	EffectiveBusinessCommunication –MVRodriques(ConceptPublishingHouse)
<b>8</b>	BusinessCommunication–MeenakshiRaman&PrakashSingh(OxfordUniversityPress)
<b>9</b>	BusinessCommunicationandReportWriting–RP Sharma and KrishnaMohan (Tata McgrawHill2002)

On-lineresourcetobeusedasandwhenrequired.

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