



BACHELOR OF BUSINESS ADMINISTRATION

BBA (ITM) Semester: II

Course Code	UM02AEBBI01	Title of the Course	Communication Skills for Management-II
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To equip students with the skills they need to communicate effectively as managers. This includes skills such as public speaking, presenting, writing, and listening.
	2. To develop analytical and reasoning skills in students to help them better understand and communicate complex ideas.
	3. To focus on developing cross-cultural communication skills to help students work more effectively in diverse environments.
	4. To develop the ability to communicate effectively through written language
	5. To enhance creativity and the ability to express ideas in a clear and concise manner through writing

Course Content		
Unit	Description	Weightage (%)
1.	Public Speaking and Oral Presentation: Preparatory Steps, Structuring the Contents, Audience Awareness, Modes of delivery, Vocal Aspects, Time Management, Handling Questions, Meeting Unexpected Situations, Do's and Don'ts, Speeches for Special Occasions, Evaluating Speech and Oral Presentation	50%
2.	(A) Business Correspondence: Structure/Format/Layout of a business letter <ul style="list-style-type: none"> • Regular parts - (Letterhead, Date, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature) • Occasional parts - (Reference No., Attention line, Carbon copy notation, Identification mark, Enclosures) • Essentials/qualities of an effective business letter - Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude (Consideration) (General questions/short notes may be asked) (B) Inquiry Letters and Replies to Inquiries: <ul style="list-style-type: none"> • Letters concerning catalogues, prices, quotations, samples, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation, etc. 	25% 25%



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 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%

Course Outcomes	
1.	To develop an understanding of the theories and principles of communication in a management context.
2.	To develop skills in active listening and empathetic communication to better understand and respond to stakeholders' needs and concerns.
3.	Appreciates creative English and imbibe core values that build strength of character
4.	Communicates effectively, both orally and in writing.
5.	Understands and acquires basic structural knowledge of business communication





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 – MV Rodriques (Concept Publishing House)
8	Business Communication – Meenakshi Raman & Prakash Singh (Oxford University Press)
9	Business Communication and Report Writing – R Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)

On-line resources to be used as and when required.

