

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(General)**  
**Semester: I**  
**Syllabus with Effect from : JUNE 2016**

<b>Paper Code:</b> UM01FBBA06	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Communication Skills for Management – I	

Unit	Description in detail	Weighting (%)
	<b>Text:</b> A collection of short stories Name of the Text: <b>Contemporary Short Stories Ed. L.A.Hill (Oxford University Press)</b>	
<b>1</b>	Text-based short answer questions (Three questions of (05 marks) each may be asked)	<b>25%</b> <b>(15 marks)</b>
<b>2</b>	<b>Grammar:</b> Tenses, Voice, Modals (The three components may carry 03+03+04 marks) <b>Paragraph Writing:</b> Expansion of an Idea	<b>17%</b> <b>(10 marks)</b> <b>08%</b> <b>(05 marks)</b>
<b>3</b>	<b>Vocabulary:</b> <b>(A)</b> Phrasal Verbs, Synonyms/Antonyms (The three components may carry 05 marks each)  <b>(B)</b> Common Idioms, One Word Substitutes, Word formation (use of prefixes, suffixes, etc.) (The three components may carry 05 marks each)	<b>17%</b> <b>(10 marks)</b>  <b>08%</b> <b>(05 marks)</b>
<b>4</b>	<b>Introducing Business Communication:</b> ➤ Concept, Definition and Attributes of Communication ➤ Importance of Communication in Business ➤ The Process of Communication (Communication Cycle) (One general question (10 marks) and one short note (05 marks) may be asked)	<b>25%</b> <b>(15 marks)</b>

**Basic Text & Reference Books**

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
- Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- Effective Business Communication – M V Rodriques (Concept Publishing House)
- Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)
- Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
- Communication Skills – Sanjay Kumar & Pushp Lata (OUP)

