

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect from: November-2013

Theory

Paper Code: UM04FBBA02	Total Credit: 3
Title Of Paper: Corporate Communication – II (Revised)	

Unit	Description in detail	Weighting (%)
I	Press Reports Drafting of Press Reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events)	13%(08 marks)
	Non-verbal aspects of communication (Kinesics, Proxemics, Chronemics, Paralanguage) (General questions / short notes may be asked)	12%(07 marks)
II	Business Reports Drafting of Individual and Committee Reports on the following topics: <ul style="list-style-type: none"> ➤ Selection of Site (Feasibility Report) ➤ Labour and Personnel Problems ➤ Decline in Sales ➤ Fire and Accidents 	25% (15 Marks)
III	Drafting of Speeches Speeches on the occasions like inauguration, welcoming, condolence, farewell, celebration of important days and national holidays, Chairman's speech at the Annual General Meeting, vote of thanks)	25% (15 Marks)
IV	Notice, Agenda and Minutes of Corporate Meetings Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Board Meeting; Meeting of the Board of Directors held prior to the Annual General Meeting of the Company and Annual General Meeting)	25% (15 Marks)

Practical (Advanced Language Skills)

Unit	Description in detail	Weighting (%)
I	Note Taking/Note Making	33% (20 Marks)
II	Group Discussion	33% (20 Marks)
II	Review Writing (A Novel/a Biography/an Autobiography)	34% (20 Marks)

Basic Text & Reference Books (Theory)

- 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)

Books / Programmes Recommended: (Practical)

- Starting Business English BBC (Video)
- Follow Through BBC (Video)

