

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with Effect from : JUNE 2019

Paper Code: UM03FBBA21	Total Credit: 3
Title Of Paper: Corporate Communication – I	

Unit	Description in detail	Weighting (%)
	Text: A short novel or a play (not more than 200 pages- unabridged) Name of the Text: Lord of the Flies – by William Golding (OUP)	
1	Two text-based essay type questions	25 %
2	(A) Text-based short note (B) Comprehension (A passage of management / commercial interest may be chosen from a reputed daily or a business magazine or a journal)	8 % 17 %
3	Communication Methods of Communication (Written / Oral/ Face-to-Face/ Audio-Visual/ Computer-based/ Silence) and Types (Channels) of Communication (Downward/ Upward/ Horizontal/ Diagonal/ Consensus–Informal Communication: the Grapevine) Barriers to Communication (Wrong Choice of Medium/ Physical/ Semantic/ Different Comprehensions of Reality and Socio-psychological) (General questions / short notes may be asked)	25 %
4	Sales Promotion letters:(Including theory) (Questions on Theory, Drafting of letters to promote the sales of products and services)	25 %

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 &MeeraBenerji (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 – ChampaTickoo 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 &PushpLata (OUP)

