

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: II**  
**Syllabus with Effect from: DECEMBER 2014**

<b>Paper Code:</b> UM02FBBB01	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Communication Skills for International Business - II	

Unit	Description in detail	Weightage (%)
	<b>Objective:</b> 1. To develop basic Communication Skill in English 2. To enhance Business Communication Skills	
<b>1</b>	<b>Business Correspondence:</b> Structure/ Format / Layout of a business letter (regular parts/ occasional parts ; Essential / Qualities Of An Effective Business Letter – Correctness, Conciseness, Clarity, Courtesy, Coordination, appropriateness, ‘You’ attitude, etc.)	<b>25 %</b>
<b>2</b>	<b>Inquiry letters (Requests) and Replies to Inquiries:</b> Letters concerning catalogues, prices, quotations, samples, demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation). (Drafting two letters may be asked)	<b>25 %</b>
<b>3</b>	<b>Placing of Order (International Business):</b> <b>Placing of Order:</b> <ul style="list-style-type: none"> <li>• Letters concerning trial order, routine order, postponing the order, reserving the right to reject the goods, requests for changes in order already placed, order already placed, order with conditions attached and cancellation of order</li> </ul> <b>Execution of Orders:</b> <ul style="list-style-type: none"> <li>• Letters concerning delay in execution of order, request for extension of time in delivery of goods, partial execution or order, declining the order, offering substitute goods, cancellation of order.</li> </ul> (Drafting of two letters may be asked) <b>Letters of Complaints and Adjustments:</b> Letters concerning delivery of goods, wrong goods, inferior quality of goods, damaged goods, defective goods, shortage in goods, unsatisfactory goods, bad service, insolent behaviour, mistakes in bills, miscellaneous.	
<b>4</b>	<b>Letters Related to Air Transportation: (Inquiry &amp; Reply)</b> <b>Letters Related to Sea Transportation: (Inquiry &amp; Reply)</b>	
	<b>PRACTICAL</b> (Advanced Language Skills)	
<b>1</b>	Listening Comprehension	<b>25 %</b>
<b>2</b>	Note Taking/ Note Making	<b>25 %</b>
<b>3</b>	Group Discussion	<b>25 %</b>
<b>4</b>	Review writing (Five articles of commercial and management areas from news papers and magazines)	<b>25 %</b>



### **BOOKS RECOMMENDED: (Theory)**

- Essentials of Business Communication – Rajendra Pal and J.S. Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (A R Sheth & Company Mumbai)
- Business Communication – U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
- Modern Commercial Communication – B S Shah Publication Ahmedabad
- Cambridge International Dictionary of Phrasal Verbs – Cambridge University Press
- Effective Business Communication – M V Rodriques (Concept Publishing House)
- A Teacher’s Grammar of English – K R Narayanswamy (Orient Longman)
- Practical English Grammar – A J Thomson & A V Matinet (ELBS)
- Contemporary English Grammar Structures & Composition – David Green (Macmillan)

### **BOOKS RECOMMENDED: (Practical)**

- Keep up your English BBC (Audio)
- Meet the Parkers BBC (Audio)
- Person to Person BBC (Video)
- On We Go BBC (Audio Video)
- Spoken English – a Self learning guide to conversation practice (Audio) by V Sasikumar, P V Damija. (Published by Tata McGraw Hill, New Delhi)
- English Conversation Practice G Taylor. (TMH Edition, Tata McGraw Hill, New Delhi)

