

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(Information Systems Management)**  
**Semester: I**  
**Syllabus with effect from: JUNE 2013**

**Theory**

<b>Paper Code:</b> UM01FBBS05	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Communication Skills For Management - I (Revised) (Effective from June 2013)	

Unit	Description in detail	Weighting (%)
	<b>Text:</b> A collection of short stories <b>Name of the Text: The Garden of Forking Paths and Other Stories (OUP)</b>	
<b>1</b>	Text-based short answer questions (Three questions of (05 marks) each may be asked)	<b>25 %</b>
<b>2</b>	<b>Grammar:</b> Tenses, Voice, Modals (The three components may be carry 03+03+04 marks) <b>Paragraph Writing:</b> Expansion of an Idea (any one of two)	<b>17 %</b>  <b>08 %</b>
<b>3</b>	<b>Vocabulary:</b> Phrasal Verbs, Synonyms / Antonyms (The three components may carry 05 marks each) Common Idioms, One Word Substitutes, Word formation (use of prefixes, suffixes, etc.) (The three components may carry 05 marks each)	<b>25 %</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>

**Basic Text & Reference Books :**

- Essential of Business Communication – Rajendra Pal and J.S.Koalahalli (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)
- Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- 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 Narayanaswamy(Orient Longman)
- Practical English Grammar – A J Thomson & A V Martinet(ELBS)
- Contemporary English Grammar Structure & Composition – David Green(Macmillan)

