

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (ISM)**  
**Semester: I**  
**SYLLABUS WITH EFFECT FROM: JUNE 2018**

<b>Paper Code:</b> UM01ABBS21	<b>Total Credit:3</b>
<b>Title of Paper:</b> Communication Skills for Management –I	
<b>Objectives:</b>	
<ol style="list-style-type: none"> <li>1. To familiarize the learner with the basic concepts of English language</li> <li>2. To develop the skill of independent reading with comprehension.</li> </ol>	

Unit	Description in Detail	Weightage (%)
<b>I</b>	<p><b>Text:</b> A collection of short stories  Name of the Text: <b>Contemporary Short Stories Ed. L.A.Hill (Oxford University Press)</b></p> <ol style="list-style-type: none"> <li>1. The Wolves of Cernogratz by Saki</li> <li>2. The Hal- Mile by T.O. Beachcroft</li> <li>3. Locomotive 38 by William Saroyan</li> <li>4. Uneasy Homecoming by Will F. Jenkins</li> <li>5. The Trust Property by Rabindranath Tagore</li> </ol> <p>Only Text-based short answer questions (No Thematic)  (Three questions of (05 marks) each may be asked)</p>	<p><b>25%</b>  <b>(15 Marks)</b></p>
<b>II</b>	<p><b>A. Grammar:</b> Tenses, Voice – (Only Tense Based), Modals (Fill in the blank type with options in bracket) Objective Type Questions May be Asked(The three components may carry 03+03+04 marks)</p> <p><b>B.Paragraph Writing:</b> Expansion of an Idea  (Based on Students' Experience and General Topics)</p>	<p><b>17%</b>  <b>(10 Marks)</b></p> <p><b>08%</b>  <b>(05 Marks)</b></p>
<b>III</b>	<p><b>Vocabulary:</b></p> <p><b>A.</b>Phrasal Verbs, Synonyms/Antonyms ( <i>TC-5 of Essentials of Business communication by Pal &amp; Korlahalli</i>)  (The three components may carry 05 marks each)</p> <p><b>B.</b>Common Idioms(Annexure 1) One Word Substitutes (Annexure 2), Word formation (use of prefixes, suffixes, etc.)<i>TC-5 of Essentials of Business communication by Pal &amp; Korlahalli</i>(The three components may carry 05 marks each)</p>	<p><b>17%</b>  <b>(10 Marks)</b></p> <p><b>08%</b>  <b>(05 Marks)</b></p>
<b>IV</b>	<p><b>Introducing Business Communication:</b></p> <ul style="list-style-type: none"> <li>• Concept, Definition and Attributes of Communication</li> <li>• Importance of Communication in Business</li> <li>• The Process of Communication (Communication Cycle)</li> <li>• Importance of Feedback</li> </ul> <p>(One general question (10 marks) and one short note (05 marks) may be asked)</p>	<p><b>25%</b>  <b>(15 Marks)</b></p>

**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)

## Annexure 1

### List of Idioms\_BBA (G) Semester 1\_UM01FBBA06 Communication Skills for Management - COMMON IDIOMS

1. **with one accord** – all in agreement
2. **to take advantage of**- to make use of someone or something in such a way as to benefit oneself
1. **to go up in the air**- to become furiously angry
2. **castles in the air**- dreams or hopes that will never be realized
3. **with open arms**- to accept or greet with great willingness, without any hesitation
4. **to back up**- to give one's support
5. **behind one's back**- without one's knowledge
6. **to stab in the back**- a treacherous attack
7. **to go bananas**- to go crazy; to lose control over oneself
8. **to spill the beans**- to tell or give away a secret
9. **beast of burden**- someone on whom an excessive amount of work is imposed
10. **(not a) bed of roses**- not a pleasant, easy situation
11. **beggars can't be choosers**- if one is in real need he must accept whatever he gets
12. **behind bars**- in the prison
13. **the benefit of doubt**- to accept the most charitable explanation of someone's actions
14. **abessing in disguise** – what at first appeared to be
15. **abessing in disguise** – what at first appeared to be a misfortune but later turns out to be a boon
16. **To make the blood run cold**- to terrify someone.
17. **open book**- something that can be understood easily
18. **To lick someone's boots**- to flatter someone in a servile manner to obtain some advantage.
19. **from the bottom of one's heart**- with the utmost sincerity
20. **blue-eyed boy**- a favoured person
21. **Brain drain**- the loss of experts to another country
22. **to have butterfly in one's stomach**- to have an attack of nerves before an important event
23. **a feather in one's cap**- something one can be proud of
24. **rain cats and dogs**- to rain very hard
25. **blank cheque**- permission to do whatever one considers desirable or necessary
26. **to be chicken-hearted**- to be cowardly, easily frightened
27. **on cloud nine**- extremely happy
28. **with flying colours**- with great success, with distinction
29. **the cream of society**- the aristocracy, the most highly favoured class
30. **to shed crocodile tears**- to shed false, insincere tears
31. **crown of thorns**- a legacy of troubles, a source of great suffering
32. **cup of tea**- the sort of thing or person one likes
33. **day in, day out**- day after day without interruption
34. **to call it a day**- to stop working, to bring something to an end
35. **to show someone the door**- to request someone to leave
36. **down-to-earth**- practical and sensible (I like down-to-earth attitude to life)
37. **a drop in the ocean**- only a tiny fraction of what is needed
38. **to turn a deaf ear**- to refuse to listen
39. **to put all one's eggs in one basket**- risk everything on a single venture
40. **an eye-opener**- an unexpected revelation
41. **to keep one's fingers crossed**- to hope and pray for success
42. **to add fuel to the fire**- to aggravate someone's rage; to make someone angrier.
43. **a big fish**- an important or leading person
44. **like fish out of water**- in an uncomfortable or unaccustomed situation
45. **golden handshake**- a lump sum of money paid to retiring staff (he took the golden handshake and retired prematurely)

## **Annexure 2**

### **List of One Word Substitutes\_BBA (G) Semester 1\_ UM01FBBA06**

#### **Communication Skills for Management – I**

##### **One Word Substitutes**

1. Audience – a number of people listening to a lecture
2. Altruist – one, who considers the happiness and well-being of others first
3. Atheist – a person who does not believe in God
4. Anthropologist – one, who studies the evolution of mankind
5. Autocracy – government by one person
6. Autobiography – the life history of a person written by himself
7. Archives – a place where government or public records are kept
8. Amateur – a man who does a thing for pleasure and not as a profession
9. Aristocracy – government by the nobles
10. Aquatic – animals/plants etc which live in water \
11. Amphibian – animals which live both on land and sea
12. Ambidexter – one, who can use either hand with ease
13. Anthology – a collection of poems
14. Arbitrator – a person, appointed by two parties to solve a dispute
15. Astronomer – a person, who studies stars, planets and other heavenly bodies
16. Astrologer – a person who studies the influence of heavenly bodies on human beings
17. Anthology – a collection of poems
18. Axiom – a statement which is accepted as true without proof
19. Agenda – a list of headings of the business to be transacted at a meeting
20. Anarchist – one, who is out to destroy all governance, law and order
21. Almanac – an annual calendar with positions of stars
22. Bigamy – the practice of having two wives or husbands at a time
23. Bibliophile – a lover and collector of books
24. Bouquet – a collection of flowers
25. Bureaucracy – government by the officials
26. Biennial – an event which happens once in two years
27. Blasphemy – the act of speaking disrespectfully about sacred things
28. Creche – a nursery where children are cared for while their parents are at work
29. Cosmopolitan – a person who regards whole world as his country
30. Chauffeur – one, who is employed to drive a motor car
31. Curator – a person incharge of a museum
32. Carnivorous – one, who lives on flesh
33. Cannibal – one, who feeds on human flesh
34. Contemporaries – belonging to or living at the same time
35. Connoisseur – a critical judge of any art and craft
36. Crusade – a religious war
37. Choreographer – one, who teaches dancing
38. Calligraphist – a person, who writes beautiful handwriting
39. Cynic – one, who sneers at the aims and beliefs of his fellow men
40. Cavalry – soldiers, who fight on horse back
41. Cardiologist – a person, who is specialist in heart diseases
42. Dormitory – the sleeping rooms with several beds especially in a college or institution
43. Drawn – a game that results neither in victory nor in defeat
44. Elegy – a poem of lamentation
45. Epitaph – words which are inscribed on the grave or the tomb in the memory of the buried
46. Emigrant – a person who leaves his own country and goes to live in another
47. Edible – fit to be eaten
48. Egotism – practice of talking too much about oneself
49. Encyclopedia – a book that contains information on various subjects

50. Epicure – one, who is devoted to the pleasure of eating and drinking
51. Florist – one, who deals-in flowers
52. Fastidious – one, who is very -selective in one's taste
53. Fatal – causing death
54. Fatalist – one, who believes in fate
55. Facsimile – an exact copy of handwriting, printing etc
56. Fauna – the animals of a certain region
57. Flora – the plants of a particular region
58. Fratricide – murder of brother
59. Fugitive – one, who runs away from justice or the law
60. Fragile – easily broken
61. Feminist – one, who works for the welfare of the women
62. Granary – a place for grains
63. Genocide – murder of race
64. Hangar – a place for housing aeroplanes
65. Hive – a place for bees
66. Horticulture – the art of cultivating and managing gardens
67. Homicide – murder of man
68. Hedonist – one, who believes that pleasure is the chief good (sensual)
69. Horizon – a line at which the earth and the sky seem to meet
70. Honorary – holding office without any remuneration
71. Herbivorous – one, who lives on herbs
72. Insolvent/Bankrupt – a person who is unable to pay his debts
73. Inaudible – a sound that cannot be heard
74. Inaccessible – that cannot be easily approached
75. Incurable – incapable of being corrected
76. Irreparable – incapable of being repaired
77. Illegible – incapable of being read
78. Inevitable – incapable of being avoided
79. Impracticable – incapable of being practised
80. Immigrant – a person who comes to one country from another in order to settle there
81. Invincible – one, too strong to be overcome
82. Incognito – travelling under another name than one's own
83. Invigilator – one, who supervises in the examination hall
84. Infanticide – murder of an infant
85. Infantry – soldiers, who fight on foot
86. Inflammable – liable to catch fire easily
87. Kennel – a place for dogs
88. Lexicographer – one, who compiles a dictionary
89. Loquacious – one, who talks continuously
90. Linguist – one, who is skilled in foreign languages
91. Misanthrope – a hater of mankind
92. Misogamist – one, who hates marriage
93. Matricide – murder of mother
94. Martyr – one, who dies for a noble cause
95. Maiden speech – the first speech delivered by a person
96. Mint – a place where coins are made
97. Misogynist – a hater of womankind
98. Morgue – a place, where dead bodies are kept for identification
99. Mammals – animals which give milk
100. Monogamy – the practice of marrying one at a time
101. Missionary – a person, who is sent to propagate religion
102. Numismatics – the study of coins
103. Namesake – a person having same name as another

104. Nostalgia – a strong desire to return home, home sickness
105. Narcotic – a medicine for producing sleep
106. Optimist – a person who looks at the brighter side of things
107. Orphan – one, who has lost parents
108. Omnipresent – one, who is present everywhere
109. Omnipotent – one, who is all powerful
110. Omniscient – one, who knows everything
111. Opaque – that which cannot be seen through
112. Obituary – an account in the newspaper of the funeral of the one deceased
113. Orphanage – a home for orphans
114. . Omnivorous – one, who eats everything
115. Pessimist – a person who looks at the darker side of things
116. Potable – fit to drink
117. Post mortem – an examination of dead body
118. Philanthropist – a lover of mankind
119. Patricide – murder of father
120. Philatelist – one, who collects stamps
121. . Plagiarism – literary theft or passing off an author's original work as one's own
122. . Polygamy – the practice of marrying more than one wife at a time
123. . Pseudonym – an imaginary name assumed by an author for disguise
124. Posthumous – a child born after the death of his father or the book published after the death of the writer
125. Panacea – a remedy for all diseases
126. Paediatrician – a person, who is specialist in child diseases
127. Pedant – one, who makes a vain display of his knowledge
128. Polyglot – one, who speaks many languages
129. Parole – pledge given by a prisoner for temporary release, not to escape
130. Pedestrian – one, who goes on foot
131. Portable – that can be carried easily
132. Rhetoric – the art of elegant speech or writing
133. Regicide – murder of King or Queen
134. Sculptor – one, who cuts in stones
135. Suicide – murder of oneself
136. Stable – a place for horses
137. Somnambulist – a person, who walks in sleep
138. Souvenir – a thing kept as a reminder of a person, place or event
139. Sinecure – a job with high salary but little responsibility
140. Stoic – a person, who is indifferent to pleasure and pain and has control over his passions
141. Sanatorium – a place for the sick to recover health
142. Soricide – murder of sister
143. Triennial – an event which happens once in three years
144. Truant – a person/student who absents himself from class or duty without permission
145. Teetotaller – one, who does not take any intoxicating drink
146. Transparent – that which can be seen through
147. Theocracy – government by religious principles
148. Uxorious – one extremely fond of one's wife
149. Utopia – an imaginary perfect social and political system
150. Uxoricide – murder of wife
151. Verbatim – repetition of speech or writing word for word
152. Volunteer – one, who offers one's services
153. Versatile – interested in and clever at many different things
154. Veteran – one, who has a long experience of any occupation
155. Wardrobe – a place for clothes - See more at: