

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**BBA-(ISM) PROGRAM**  
**Semester-I**  
**(Effect from June, 2018)**

<b>Paper Code: UM01ABBS52</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Communication Skills – I</b>	

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>

**PRACTICAL:(Basic Language Skills)**

Unit – I Listening Comprehension (25%)

Unit – II Note Taking / Note Making (25%)

Unit – III Individual Speaking (25%)

Unit – IV Review Writing (Two Short Stories) (25%)

**Evaluation Scheme:**

- The Examination will be conducted in two parts: Written & Practical (Oral-Aural). Both will carry equal weightage in internal as well external examination in the ratio of 60 : 40
- The Written examination will be of two hours duration and carry 60 Marks.
- Oral – Aural (Practical) Examination will be comprise:
  - Listening Comprehension; Note Taking / Note Making; Oral Expression; Group Discussion; Answering Question on Books / Article Reviewed.
- The total number of marks obtained by a candidate out 120, i.e., the total of Written and Aural – Oral Examination shall be divided by two so as to get marks out of 60 at external examination.

**BOOKS RECOMMENDED:**

1. Essential of Business Communication – Rajendra Pal and J.S.Koalahalli (Sultan Chand & Sons)
2. The Sterling Book of Idioms – Gratian Vas (Sterling Publishers Private Limited)
3. Cambridge International Dictionary of Phrasal Verbs – Cambridge University Press
4. Effective Business Communication – Herta A. Murphy, Herbert W. Hildebrandt and Jane P. Thomas (The McGraw-Hill Companies,Inc)
5. Effective Business Communication – M V Rodriques (Concept Publishing House)
6. Principles and Practice of Business Communication – Rhoda A Doctor &Aspi H Doctor (A R Sheth& Company, Mumbai)
7. Business Communication – U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
8. Developing communication skills – Krishna Mohan &MeeraBenerji(Macmillan)
9. Effective Business Communication – Asha Kaul(Prentice Hall- Economy Edition)
10. Modern Commercial Communication – B S Shah Publication, Ahmedabad
11. A Teacher’s Grammar of English – K R Narayanaswamy(Orient Longman)
12. Essentials of Business Communication (For Case Study)Dr. Mrs Anjali Ghanekar(Everest Publishing House)
13. Practical English Grammar – A J Thomson & A V Martinet(ELBS)
14. Contemporary English Grammar Structure & Composition – David Green(Macmillan)

**BOOKS RECOMMENDED: (Practical)**

1. Keep up your English BBC(Audio)
2. Meet the parkers BBC(Audio)
3. Person to person BBC(Video)
4. On We Go BBC(Audio – Video)
5. Spoken English – a self learning guide to conversation practice (Audio) by V Sasikumar,P V Damija.( Published by Tata McGraw Hill Publishing Co. Ltd.)
6. English Conversation Practice G Taylor.(TMH Edition , Tata McGraw Hill, New Delhi)