



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2021-2022

BACHELOR OF BUSINESS ADMINISTRATION

BBA (ISM) Semester: I

Course Code	UM01ABBS71	Title of the Course	Communication Skills for Management - I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To make the learner proficient in the use of the English language.• To develop the skills of independent reading and writing with comprehension.• To introduce learner is to the basic concepts of business communication.
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Course Content		
	Description	Weightage
1.	<p>Text: A collection of short stories Name of the Text: Contemporary Short Stories Ed. L. A. Hill (Oxford University Press)</p> <ol style="list-style-type: none">1. The Happy Prince by Oscar Wilde2. A Horseman in the Sky by Ambrose Bierce3. The Wolves of Cernogratz by Saki4. The Half Mile by T.O. Beachcroft5. The Mark of Vishnu by Khushwant Singh <p>(Three text-based descriptive questions may be asked)</p>	25%
2.	<p>A. Grammar: Tenses (present simple, present progressive (continuous), present perfect, past simple, past progressive, past perfect, future tense simple); Voice; Modal Auxiliaries (can could, will, would, shall, should, may, might, must, dare, need, ought to, used to) (Objective type questions may be asked (17%))</p> <p>B. Paragraph Writing: (Based on students' experience and general topics) 08%</p>	25%
3.	<p>Vocabulary:</p> <p>A. Phrasal Verbs, Synonyms/Antonyms</p>	25%



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	B. Common Idioms; One Word Substitutes; Word formation (use of prefixes, suffixes, etc.) (For the above Unit, please refer to Page Nos. EE-1 to EE-50 of the book Essentials of Business Communication by Rajendra Pal & J S Korlahalli by Sultan Chand and Sons Edition Reprint 2013	
4.	Introducing Business Communication: <ul style="list-style-type: none">• Concept, Definitions and Attributes of Communication• Importance of Communication in Business• The Process of Communication (Communication Cycle)• Feedback and its Importance in Communication (General questions/short notes may be asked)	25%

Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation Pattern	Weightage (%)
1.	Internal (Written)	15
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	15
3.	University Examination	70

Course Outcomes: After completion of the course, the learner	
1.	<ul style="list-style-type: none">• Acquires basic proficiency in English language• Has command over communicative use of English language• Thinks independently in English and acquires independent writing skills with enriched vocabulary• Understands basic concepts of business communication.



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Sr. No.	References
	<ul style="list-style-type: none">• 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)

On-line resources to be used as and when required.
