



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

Programme: BBA (ISM) Semester: I

Course Code	UM01ABBS72	Title of the Course	Communication Skills - 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
	Text: A collection of short stories Name of the Text: The Garden of Forking Paths and Other Stories (OUP)	
1.	Text-based short answer questions (Three questions of (05 marks) each may be asked)	25%
2.	Grammar: Tenses, Voice, Modals (The three components may be carry 03+03+04 marks) Paragraph Writing: Expansion of an Idea (any one of two)	25%
3.	Vocabulary: 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)	25%
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.

Sr. No.	References



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	<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)
	<p>BOOKS RECOMMENDED: (Practical)</p> <ul style="list-style-type: none">• 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 Publishing Co. Ltd.)• English Conversation Practice G Taylor.(TMH Edition , Tata McGraw Hill, New Delhi)

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