

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: IV
Syllabus with effect from: December 2013

Paper Code: UM04FBBS02	Total Credits: 3
Title Of Paper: Corporate Communication – II (Effective from: December 2013) (Revised)	

Unit	Description in detail	Weightage (%)
	Objective: To train students to be proficient in corporate communication. To impart training to be students with a view to developing their communicative competence in English.	
1	Press Reports: Drafting of Press Reporting on accidents, disaster, natural calamities, celebration of national holidays and important days, currents events) Non-verbal aspects of communication (Kinesics, Proxemics, Chronemics, Paralanguage) (General question / short notes may be asked)	13% 12 %
2	Business Report: Drafting of Individual and Committee Report on the following topics; <ul style="list-style-type: none"> • Selection of Site (Feasibility Report) • Labour and Personnel Problems • Decline in Sales. • Fire and Accidents 	25 %
3	Drafting Speeches: (Speeches on the occasions like inauguration, welcoming, condolence, farewell, celebration of important days and national holidays, Chairman’s speech at the Annual General Meeting, vote of thanks)	25 %
4	Notice, Agenda and Minutes of Corporate Meetings : (Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Board Meeting; Meeting of the Directors held prior to the Annual General Meeting of the Company and Annual General Meeting, vote of thanks)	25 %
	PRACTICAL(Advanced Language Skills)	
	(A Novel/a Biography/an Autobiography)	
1	Note Taking/Note Making	33 %
2	Group Discussion	33 %
3	Review Writing	34 %



Basic Text & Reference Books: (Theory):

- Essential 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 Skill – Sanjay Kumar & Pushp Lata (OUP).

Basic Text & Reference Books: (Practical):

- Starting Business English BBC (Video).
- Follow Through BBC (Video).

