

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Systems Management)**  
**Semester: II**  
**Syllabus with effect from: DECEMBER 2011**

<b>Paper Code:</b> UM02FBBS01	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Communication Skills – II (Effect from: December 2011)	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Business Correspondence:</b> Structure/ Format/ Layout of a business letter (regular parts/ occasional parts; essential/ qualities of an effective business letter- correctness, conciseness, clarity, courtesy, coordination, appropriateness, ‘you’ attitude, etc.) <b>(short notes and objective questions may be asked)</b>	<b>25 %</b>
<b>2</b>	<b>Inquiry letters (Requests) and Replies to Inquiries:</b> Letters concerning catalogues, prices, quotations, samples, demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation) <b>(Drafting of two letters may be asked)</b>	<b>25 %</b>
<b>3</b>	<b>Placing of orders:</b> <b>Placing of Order:</b> Letters concerning trial order, routine order, postponing the order , reserving the right to reject the goods, requests for changes in order already placed, order with conditions attached and cancellation of order <b>Execution of Orders:</b> Letters concerning delay in execution of order, request for extension of time in delivery of goods, partial execution of order, declining the order, offering substitute goods, cancellation of order <b>(Drafting of two letters may be asked)</b>	<b>25 %</b>
<b>4</b>	<b>Letters complaints and Adjustments:</b> Letters concerning delivery of goods, wrong goods inferior quality of goods, damaged goods, defective goods, shortage in goods, unsatisfactory goods, bad service, insolent behavior, mistakes in bills, miscellaneous	<b>25 %</b>
	<b>PRACTICAL (Advanced Language Skills) :</b>	
<b>1</b>	Listening Comprehension	<b>25 %</b>
<b>2</b>	Note Taking/ Note Making	<b>25 %</b>
<b>3</b>	Group Discussion	<b>25 %</b>
<b>4</b>	Review writing (Five articles of commercial and management areas from news papers and magazines)	<b>25 %</b>



### **Basic Text & Reference Books (Theory):**

- Essentials of Business Communication- Rajendra pal and J.S. Korlahalli (sultan Chand & Sons)
- Principles and Practice of Business Communication- Rhoda A Doctor & Aspi H. Doctor (A R Sheth & Company, Mumbai)
- Business Communication –U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills- Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication- asha Kaul (Prentice Hall-Economy edition)
- Modern Commercial Communication- B S Shah Publication, ahmedabad
- Cambridge international Dictionary of Phrasal verbs-Cambridge University Press
- Effective Business Communication – M V Rodrigues(Concept Publishing House)
- A Teacher's Grammar of English- K R Narayanaswamy (Orient Logman)
- Practical English Grammar- A J Thomson & A V Martinet (ELBS)
- Contemporary English Grammar Structures & Composition – David Green (Macmillan)

### **Basic Text & Reference Books (Practical):**

- 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. (THM Edition, Tata MaGraw Hill, New Delhi)

