

**SARDAR PATEL UNIVERSITY**  
**BBA(ISM) PROGRAMME**  
**Semester: II**  
**Syllabus with effect from: JUNE 2018**

<b>Paper Code:</b> UM02ABBS22	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Communication Skills– II	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<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 behaviour, 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>

**BOOKS RECOMMENDED: (theory)**

1. Essentials of Business Communication- Rajendra pal and J.S. Korlahalli (sultan Chand & Sons)
2. Principles and Practice of Business Communication- Rhoda A Doctor &Aspi H. Doctor (A R Sheth& Company, Mumbai)
3. Business Communication –U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
4. Developing Communication Skills- Krishna Mohan &MeeraBenerji (Macmillan)
5. Effective Business Communication- ashaKaul (Preitice Hall-Economy edition)
6. Modern Commercial Communication- B S Shah Publication, ahmedabad

7. Cambridge international Dictionary of Phrasal verbs-Cambridge University Press
8. Effective Business Communication – M V Rodriques(Concept Publishing House)
9. A Teacher's Grammar of English- K R Narayanaswamy (Orient Logman)
10. Practical English Grammar- A J Thomson & A V Martinet (ELBS)
11. Contemporary English Grammar Structures & 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. (THM Edition, Tata MaGraw Hill, New Delhi)

**Evaluation Scheme:**

1. The examination will be conducted in two parts: Written and practical (Oral-Aural). Both Will Carry equal Weight age in internal as well as external examination in the ratio of 60:40.
2. The Written Examination will be of two hours duration and carry 60 marks.
3. Oral-Aural (Practical) Examination will comprise:
  - Listening comprehension; Note taking / Note making; Oral Expression; Group Discussion; answering questions on books / articles reviewed.
4. The total number of marks obtained by a candidate out of 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.