

SARDAR PATEL UNIVERSITY
BBA(ISM) PROGRAMME
Semester: II
Syllabus with effect from: Nov./Dec. 2019

Paper Code: UM02ABBS52	Total Credit: 3
Title Of Paper: Communication Skills– II	

Unit	Description in detail	Weighting (%)
1	Business Correspondence: 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.) (short notes and objective questions may be asked)	25 %
2	Inquiry letters (Requests) and Replies to Inquiries: Letters concerning catalogues, prices, quotations, samples, demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation) (Drafting of two letters may be asked)	25 %
3	Placing of orders: Placing of Order: 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 Execution of Orders: 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 (Drafting of two letters may be asked)	25 %
4	Letters complaints and Adjustments: 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	25 %
	PRACTICAL (Advanced Language Skills) :	
1	Listening Comprehension	25 %
2	Note Taking/ Note Making	25 %
3	Group Discussion	25 %
4	Review writing (Five articles of commercial and management areas from news papers and magazines)	25 %

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 (Prentice 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 70:30.
2. The Written Examination will be of two hours duration and carry 70 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.

