



Bachelor of Business Administration- Information System Management

Programme: BBA (ISM) Semester: II

Course Code	UM02ABBS72	Title of the Course	Communication Skills – II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To further acquaint the learner with creative use of the English language.• To introduce the learner to the objectives of business communication and the modern forms of communicating.• To improve proficiency in business communication in the areas of inquiries and orders is also developed.
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Course Content		
	Description	Weightage
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	25%



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(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2021-2022

	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)	
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	
	Listening Comprehension	25%
	Note Taking/ Note Making	25%
	Group Discussion	25%
	Review writing (Five articles of commercial and management areas from news papers and magazines)	25%

Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	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

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| 1. | <ul style="list-style-type: none">• Appreciates creative English and imbibes core values that build strength of character• Understands and acquires basic structural knowledge of business communication• Drafts various formal business letters• Communicates effectively, both orally and in writing. |
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Sr. No.	References
	<ol style="list-style-type: none">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, ahmedabad7. Cambridge international Dictionary of Phrasal verbs-Cambridge University Press8. 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)
	<p>BOOKS RECOMMEDED: (Practical)</p> <ol style="list-style-type: none">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)

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