

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(Information Systems Management)**  
**Semester: III**  
**Syllabus with effect from : JUNE 2012**

<b>Paper Code:</b> UM03FBBS01	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Corporate Communication - I	

Unit	Description in detail	Weighting (%)
	<b>Text:</b> A short novel or a play (not more than 200 pages- unabridged ) <b>Name of the Text: The Old Man and the Sea – by Ernest Hemingway</b>	
<b>1</b>	<b>Two text-based essay type questions</b>	<b>25 %</b>
<b>2</b>	<b>Text-based short note</b> <b>Comprehension</b> (A passage of management / commercial interest may be chosen from a reputed daily or a business magazine or a journal )	<b>8 %</b> <b>17 %</b>
<b>3</b>	<b>Communication</b> Methods and Types (Channels) of Communication Barriers to Communication ( General questions / short notes may be asked)	<b>25 %</b>
<b>4</b>	<b>Sales Promotion letters:(Including theory)</b> ( Questions on Theory Drafting of letters to promote the sales of products and services)	<b>25 %</b>

**Basic Text & Reference Books**

- Essentials 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 Skills – Sanjay Kumar & Pushp Lata (OUP)

