

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: 2019-20

UM03ABBS21 : Corporate Communication – I	Total Credit: 3
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Unit	Description in detail	Weighting (%)
	Text: A short novel or a play (not more than 200 pages- unabridged) Name of the Text: Lord of the Flies – by William Golding (OUP)	
1	Two text-based essay type questions	25 %
2	(A) Text-based short note (B) Comprehension (A passage of management / commercial interest may be chosen from a reputed daily or a business magazine or a journal)	8 % 17 %
3	Communication Methods of Communication (Written / Oral/ Face-to-Face/ Audio-Visual/ Computer-based/ Silence) and Types (Channels) of Communication (Downward/ Upward/ Horizontal/ Diagonal/ Consensus – Informal Communication: the Grapevine) Barriers to Communication (Wrong Choice of Medium/ Physical/ Semantic/ Different Comprehensions of Reality and Socio- psychological) (General questions / short notes may be asked)	25 %
4	Sales Promotion letters: (Including theory) (Questions on Theory, Drafting of letters to promote the sales of products and services)	25 %

Basic Text & Reference Books

1. Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
2. Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3. Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
4. Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
5. Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
6. Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
7. Effective Business Communication – M V Rodriques (Concept Publishing House)
8. Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)
9. Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
10. Communication Skills – Sanjay Kumar & Pushp Lata (OUP)