



Bachelor of Business Administration
B.B.A (ISM) Semester-III

Course Code	UM03ABBS71	Title of the Course	Corporate Communication- I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To acquaint the learners with creative use of the English language and make them attain excellent command of the English language, and imbibe core values that build strength of character• To acquaint the learners with reading comprehension strategies and skills that facilitate their understanding and analyzing of written texts effectively and easily• To explain the facets of various formal communication channels operating in different business models; the various methods of communication and the barriers to effective communication• To develop skills in drafting effective business letters in the area of Sales Promotion.
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Course Content		
	Description	Weightage
1.	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) (Two text-based essay type questions may be asked)	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)	08% 17%





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Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year 2022-2023

3.	<p>Communication</p> <p>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)</p> <p>Barriers to Communication (Wrong Choice of Medium/ Physical/ Semantic/ Different Comprehensions of Reality and Socio-psychological)</p> <p>(General questions / short notes may be asked)</p>	25%
4.	<p>Sales Promotion letters:(Including theory)</p> <p>(Questions on Theory, Drafting of letters to promote the sales of products and services)</p>	25%

Teaching-Learning Methodology	<p>Learner-centred Instructional methods</p> <p>Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films</p>
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Evaluation Pattern		
Sr. No.	Details of the Evaluation Pattern	Weightage
1.	Internal (Written)	10 marks
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	20 marks
3.	University Examination	70 marks





Course Outcomes: After completion of the course, the learner

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| 1. | <ul style="list-style-type: none">• Understands and appreciates creative English and is able to refine his/her oral and written expressions• Actively thinks about what is happening in a text while reading it, and mentally interacts and constructs meaning from the text• Uses formal channels and methods of communication, and is able to overcome the barriers to effective communication for effective operation of a business organization• Drafts effective Sales Promotion letters. |
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**Sr.
No.**

References

- 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)

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

