

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: December-2013
(Batch-2010)

Paper Code: UM08FBBI01	Total Credit: 4
Title Of Paper: Communication Skills for IT Professionals.	

Unit	Description in detail	Weightage (%)
I	Concept of E-Communication Impact of Technology -enabled Communication Barriers to E-Communication Video conference, Web Conference, Voicemail, Voice Boards (Short notes may be asked)	25%
II	Sales Promotion using electronic media Blogs in Business and How to write effectively on blogs Conversion of data into Information: Use of Charts, Graphs, Tables Blogs, Discussion forums, Audio Visual Posts, Instant Messages (IM) (Short notes may be asked)	25%
III	Basics of Business writing: Concept and Importance Technical Writing: Concept, Characteristics and Strategies Effective Web Writing Written Analysis of Cases (Theory) Team Briefing: Process Benefits and Techniques	25%
IV	Technological tools for Business research (Theory) Drafting of a questionnaire for business research Business Proposals: Key Element, Types, Layout Drafting of Business Proposals	25%
Laboratory: 25 Marks		
Internal Evaluation		
Studying Communication Pattern across various business functional areas and maintaining journal for The same.		

Basic Text & Reference Books:-

- Raman, Minaxi & Singh, Prakash: Business Communication, OXFORD
- Chatruvedi, P D & Chatruvedi, Mukesh: Business Communication, Second Edition, PEARSON.
- Murphy, Herta A., Hildebrandt, Herbert and Thomas, Jane P.: Effective Business Communications, International Edition 7th, McGraw Hill
- Lesikar & Flatley : Basic Business Communication, Tata McGraw Hill Edition
- Baber, Eric : 50 Ways to improve Business English Using Internet, Orient Black Swan
- Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.

