

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08FBBI01	Total Credit: 3
Title Of Paper: Communication Skills for IT Professionals	

Unit	Description in Detail	Weightage (%)
I	Concept of eCommunication; Impact of Technology – enabled Communication; Barriers to eCommunication; Video conference, Voicemail, Social Networking)(Short notes may be asked)	25%
II	Sales Promotion using electronic media; Blogs in Business: Concept, Functions and advantages Conversion of data into Information: Use of Charts, Graphs, Tables; Blogs, Discussion forums, Instant Messages (IM)(Short notes may be asked)	25%
III	Basics of Businesswriting: Concept and Importance; Technical Writing: Concept, Characteristics and Strategies; 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 (Launching of a new product, review of an existing product, socio-economic analysis, questionnaire regarding habits); Business Proposals: Key Elements, Types: Internal, External, Solicited & Unsolicited.	25%

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 Buisness Communications, International Edition 7th, McGraw Hill
- Lesikar&Flately : Basic Business Communication, Tata McGraw Hill Edition
- Baber, Eric : 50Ways to improve Business English Using Internet, Orient Black Swan
- Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.

