

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

<b>Paper Code: UM08FBBI01</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Communication Skills for IT Professionals</b>	

<b>Unit</b>	<b>Description in Detail</b>	<b>Weightage (%)</b>
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 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.

