

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: I
Syllabus with effect from: JUNE 2011

Theory

Paper Code: UM01FBBI01	Total Credit: 3
Title Of Paper: Communication Skills for Management	

Unit	Description in detail	Weighting (%)
I	Text: A Short novel or a play (not more than 125 pages) (Unabridged) Text (Easy type questions) Text (Short Notes)	17% 08%
II	Communication Theory: Process of Communication Characteristics of Business Communication Importance of Business Communication Case Study: (Small Cases on business situations to be asked)	17% 08%
III	Business Communication: Format and layout of Business Letters (Short Notes to be asked)	08%
	Letters: Enquiry & Replies: Letters concerning catalogues, process, quotations, samples, demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation. Placing of Orders: Letters concerning trial order, routine order, postponing the order, reserving the right to reject the goods, requests for changes in order already placed, order with conditions attached and cancellation of order. Execution Of Orders: Letters concerning delay in execution of order, request for extension of time in delivery of goods, partial execution of order, declining the order, offering substitute goods, cancellation of order (Drafting of Letters)	17%
IV	Grammar: Tense, Voice, Modals	12%
	Vocabulary: Phrasal Verbs, Synonyms/Antonyms, Idioms, One Word Substitutes, Commercial Terms (Business Jargons)-List to be attached	13%



Practical

Paper Code:	Total Credit: 3
Title Of Paper: Communication Skills for Management	

Unit	Description in detail	Weighting (%)
I	Note Taking/Note Making	25%
II	Listening Comprehension	25%
III	Group Discussion and Individual Speaking	25%
IV	Journal Writing (Review of one short and at least two Articles of commercial and management areas from news papers and magazines)	25%

Basic Text & Reference Books :- (Theory)

- Essentials of Business Communication-Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
- The Sterling Books of Idioms-Gratian Vas (Sterling Publishers Pvt Ltd)
- Cambridge International Dictionary of Phrasal Verbs-Cambridge University Press
- Effective Business Communication-Herta A Murohy,Herbert W Hildebrandt & Jane P Thomas (The McGraw-Hill Companies,Inc)
- Effective Business Communication-M V Rodriques (Concept Publishing House)
- Principles and Practice of business Communication-Rhoda A Doctor & Aspi H Doctor (A R Sheth & Company, Mumbai)
- Business Communication-U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
- Developing Communications Skills-Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication-Asha Kaul (Prentice Hall-Economy Edition)
- Modern Commercial Communication-B S Shah Publication,Ahmedabad
- A Teachers' Grammar of English-K R Narayanaswamy (Orent Longman)
- Essentials of business Communication (For Case Study) Dr Mrs.Anjali Ghanekar (Everest Publishing House)
- Practical English Grammer-A J Thomson & A V Martinet (ELBS)
- Contemporary English Grammar Structures & Composition-David Green (Macmillan)

Basic Text & Reference Books (Practical)

- Keep up your English BBC (Audio)
- Meet the Parkers BBC (Audio)
- Person to Person BBC (Video)
- On we go BBC (Audio-Video)
- Spoken English- a self Learning guide to conversation practice (Audio) by V Sasikumar,P V Damija.(Published by Tata McGraw hill Publishing C Ltd)
- English Conversation Practice G Taylor(TMH Edition, Tata McGraw Hill, New Delhi)

