

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

**Theory**

<b>Paper Code: UM01FBB102</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Communication Skills-I</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
I	<b>Text:</b> A short novel or a play (not more than 125 pages) Text (Essay Type questions) Text (Short Notes)	17% 08%
II	<b>Grammar:</b> Tenses, Models, Voice <b>Paragraph Writing:</b> Expansion of an idea	17% 08%
III	<b>Vocabulary:</b> Phrasal Verbs, Synonyms/Antonyms, Common Idioms, One Word Substitutes	25%
IV	Introducing Business Communication: Concepts, Definition and Attributes of Communication Importance of Communication in Business The Process of Communication (Communication Cycle)	25%

**Practical**

<b>Paper Code: UM01FBB102</b>	<b>Total Credit:</b>
<b>Title Of Paper: Communication Skills for Management</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
I	Listening Comprehension	25%
II	Note Taking/Note Making	25%
III	Individual Speaking	25%
IV	Review Writing (Two Short Stories)	25%

