

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management)**  
**Semester: I**  
**Syllabus with effect from: June - 2013**

**Theory**

<b>Paper Code: UM01FBBI05</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Communication Skills for Management (Revised ) Effctive June -2013</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) (Unabridged) Text (Easy type questions) Text (Short Notes)	17% 08%
II	<b>Communication Theory:</b> Process of Communication Characteristics of Business Communication Importance of Business Communication <b>Case Study:</b> (Small Cases on business situations to be asked)	17% 08%
III	<b>Business Communication:</b> Format and layout of Business Letters (Short Notes to be asked)	08%
	Letters: <b>Enquiry &amp; Replies:</b> Letters concerning catalogues,process,quotations,samples,demonstrations,discounts,credit, mode of delivery,package,concessions,terms of sale,mode of payment,transportation. <b>Placing of Orders:</b> 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. <b>Execution Of Orders:</b> 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	<b>Grammar:</b> Tense,Voice,Modals	12%
	<b>Vocabulary:</b> Phrasal Verbs,Synonyms/Antonyms,Idioms,One WordSubstitutes, Commercial Terms (Business Jargons)-List to be attached	13%



**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 Grammar-A J Thomson & A V Martinet (ELBS)
- Contemporary English Grammar Structures & Composition-David Green (Macmillan)

