

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management)**  
**Semester-IV**  
**Syllabus with effect from: November/December-2012**

## **Theory:**

### **COURSE CONTENTS:**

<b>Paper Code: UM04FBBI01</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Communication Skills for IT Management – II</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
I	<b>Text :</b> The Time Machine by H G Wells (UBSPD) Essay type Questions Short Notes	25%
II	<b>Technological tools for constructing message:</b> Planning Gathering & Collecting information, Analyzing & Organizing information, Writing tools <b>Notice, Agenda, Minutes of corporate meetings</b>	25 %
III	<b>Report Writing</b> Individual reports Committee reports	25 %
IV	<b>Case Study</b> Using Web Tools for Cross –Cultural Communication	25 %

## **Practical:**

<b>Paper Code: UM04FBBI01</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Communication Skills for IT Management – II</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
I	PowerPoint Presentation (One Presentation on any topic from Social, Academic, Business or IT related issues)	25%
II	Writing Log Book on Self-Assessment: a.checklist on Stress Management, Time Management, People Management Skills b.Monthly Planner)	25 %
III	Group Discussion	25 %
IV	Journal Writing (Reviewing various navigation Bars on Any One Business / IT related website with the following language parameters) Correctness Conciseness Completeness Clear & Concrete (Factual) Presentation	25 %



### **Basic Text & Reference Books :-( Theory)**

- Essentials of Business Communication – Rajendra Pal and J. S. Korlahalli (Sultan Chand & Sons)
- 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 Communication Skills - Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication - Asha Kaul (Prentice Hall – Economy Edition)
- Modern Commercial Communication - B S Shah Publication, Ahmedabad
- Effective Business Communication – M V Rodriques (Concept Publishing House)
- Powerful Communication Skills – How to Communicate with Confidence – Colleen McKenna ( Viva Books Private Limited)
- Basic Business Communication: Skills for Empowering Internet Generation: by Lesikar & Flatley

