

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

Theory:

COURSE CONTENTS:

| | |
|--|-----------------------|
| Paper Code: UM04FBB101 | Total Credit:3 |
| Title Of Paper: Communication Skills for IT Management – II | |

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

Practical:

| | |
|--|-----------------------|
| Paper Code: UM04FBB101 | Total Credit:3 |
| Title Of Paper: Communication Skills for IT Management – II | |

| Unit | Description in detail | Weighting (%) |
|------|---|---------------|
| 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 Rodrigues (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

