

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: II
Syllabus with effect from: November/December-2011

Theory

Paper Code: UM02FBBI01	Total Credit:3
Title Of Paper: Communication Skills - II	

Unit	Description in detail	Weighting (%)
I	Business Correspondence: Structure / Format / Layout of a business letter (regular parts / occasional parts; essential / qualities of an effective business letter – correctness, conciseness, clarity, courtesy, coordination, appropriateness, ‘You’ attitude, etc.)(Short notes and objective questions may be asked)	25%
II	Inquiry letters (Requests) and Replies to Inquiries: Letters concerning catalogues, prices, quotations, samples, demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation) (Drafting of two letters may be asked)	25 %
III	Placing of Orders: 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 two letters may be asked)	25 %
IV	Letters of Complaints and Adjustments: Letters concerning delivery of goods, wrong goods, inferior quality of goods, damaged goods, defective goods, shortage in goods, unsatisfactory goods, bad service, insolent behaviour, mistakes in bills, miscellaneous	25 %

Practical

Paper Code: UM02FBBI01	Total Credit:3
Title Of Paper: Communication Skills - II	

Unit	Description in detail	Weighting (%)
I	Listening Comprehension	25%
II	Note Taking/Note Making	25 %
III	Group Discussion	25 %
IV	Review Writing (Five 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)
- 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
- Cambridge International Dictionary of Phrasal Verbs – Cambridge University Press
- Effective Business Communication – M V Rodrigues (Concept Publishing House)
- A Teacher's Grammar of English – K R Narayanaswamy (Orient Longman)
- Practical English Grammar – 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 Co. Ltd.)
- English Conversation Practice G Taylor. (TMH Edition, Tata McGraw Hill, New Delhi)

