

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management)**  
**Semester: III**  
**Syllabus with effect from: June-2012**

**Theory**  
**(COURSE CONTENTS)**

<b>Paper Code: UM03FBBI01</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Communication Skills for IT Management – I</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
I	<b>Text :</b> The Old Man and the Sea by Ernest Hemingway Essay type Questions Short Notes	25%
II	<b>Publicity using Technology</b> Public Relation through Internet Time Management Stress Management	25 %
III	<b>Presentation Skills:</b> Stages for preparing presentation Use of Audio visual Aids for presentation Using PowerPoint for making presentation Importance of Body Language in presentation	25 %
IV	<b>Case Study</b> Team Work; Definition & Attributes	25 %

**Practical**

<b>Paper Code: UM03FBBI01</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Communication Skills for IT Management – I</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
I	PowerPoint Presentation (One Presentation on Product review and /or Advertise review)	25%
II	Writing Log Book (Self Introduction, SWOT Analysis, and Monthly Planner)	25 %
III	Group Discussion	25 %
IV	Journal Writing (Two reviews on. – Product, and Advertisement)	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&Flately

